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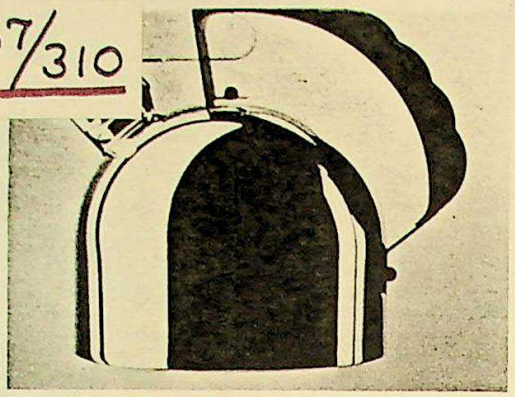
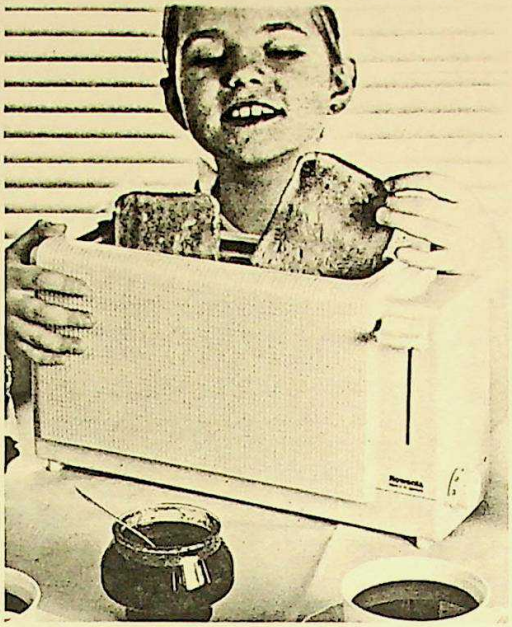
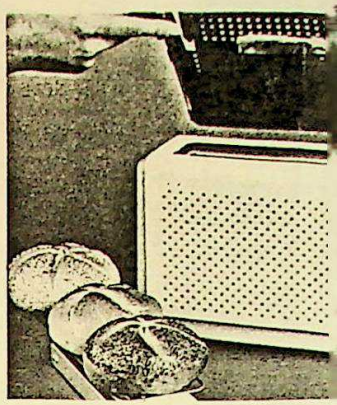


Melodisch pfeift er vor sich hin (in »e« und in »h«): der Wasserkessel, den der eher streng-sachlich denkende Mailänder Designer Richard Sapper mit offensichtlichem Spaß am Objekt für Alessi gestaltet hat. Die ungewöhnliche differenzierte Form wird von einer auch formal melodischen Messingflöte gekrönt. Sein Preis: 158 DM.





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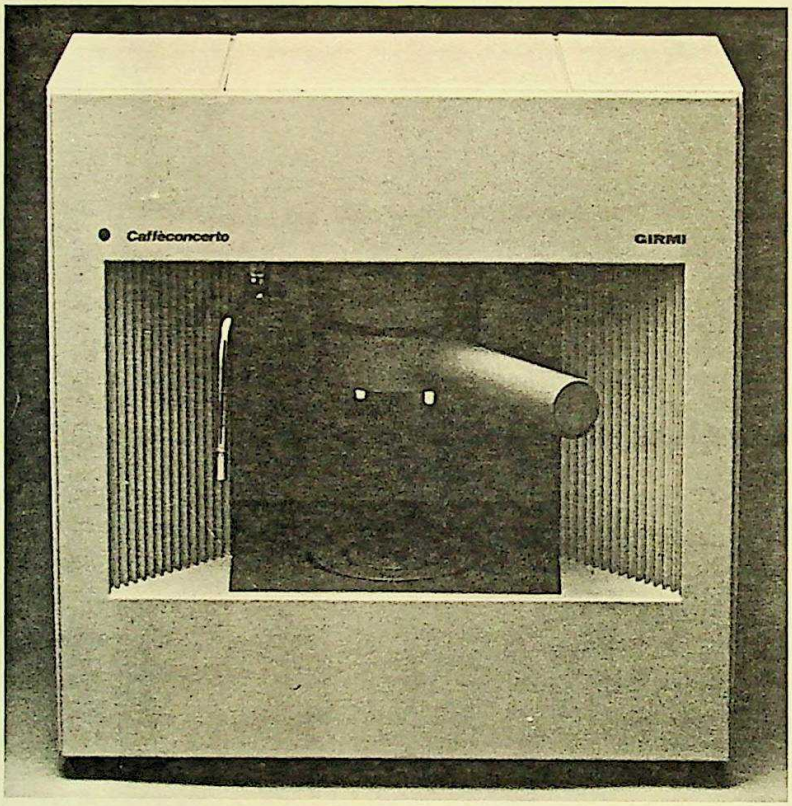

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FORM 105

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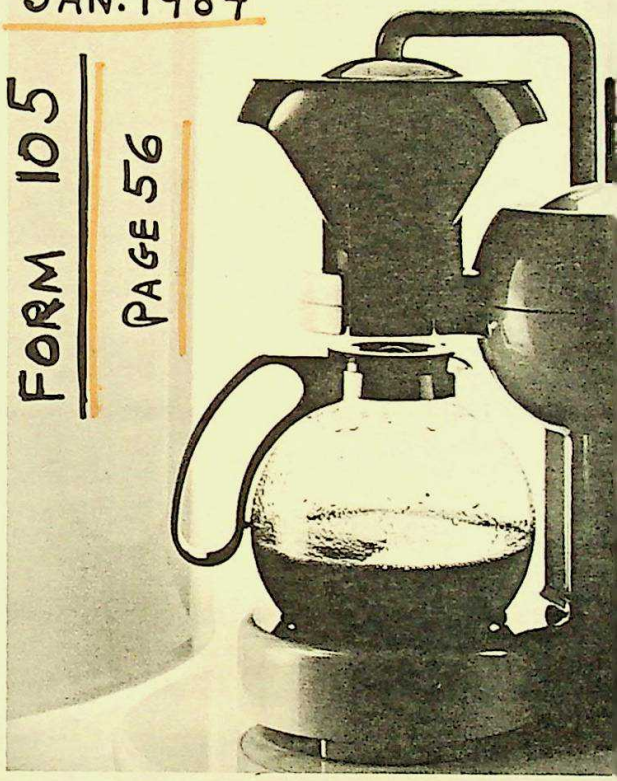

»Caffee concerto« nennt die italienische GIRMI ihr theatralisch inszeniertes Designstück. Die Schöne, die schon dem kommenden Trend im Design vorgreift, setzt sich mit ihrer weißgrauen Zurückhaltung konsequent von dem chromfunkelnden Espresso-Look der Traditionalisten ab. Preis: ca. 598 DM.

Tee aromatisiert ist heute »in«, der »Teebeutel« »out«. Bauscher Weiden hat für diesen Trend – auch in der Gastronomie – diese Teesieb-Portionskanne entwickelt, in klarer Form, mit herausnehmbarem Siebeinsatz, der es ermöglicht, jede Sorte Tee problemlos frisch aufzubrühen.

»Aroma Art« nennt man bei
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design, Münster. Preis: ca. 87 D

D7-310

A.U. 292
JULY, 1983

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GB 0886731
GB 0733488
GB 0511611
GB 0491002
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(54) Improvements in coffee-making machines

(57) A filter-type coffee making machine equipped with a control panel for brew time selection in chosen relationship to a selected amount of coffee loaded into the filter cup (24) per water unit filled into the water reservoir (22), the brew time and coffee amounts being independently selectable according to the strength and flavour of brewed coffee required, wherein the filter cup is provided with a by-pass channel (32) associated with a diverting valve (34) and a filter valve (36). Heated water is fed to cup (24) via (30) and (38). At the end of the selected brewing time, both valves are operated so that, independently of the amount of water initially filled into a reservoir, any remaining heated water is then diverted to by-pass the filter and any coffee brew held back in the filter is released. The by-pass channel (32) can constitute a movable actuating member for the two valves.

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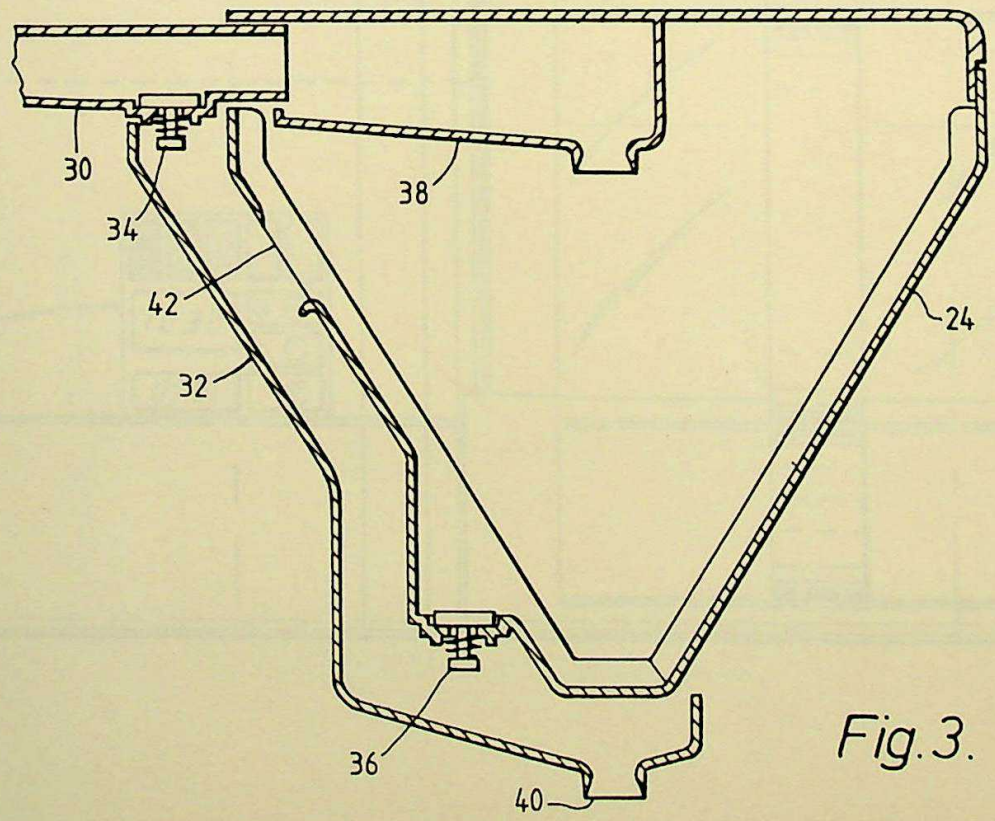

Fig. 3.

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Fig. 1.

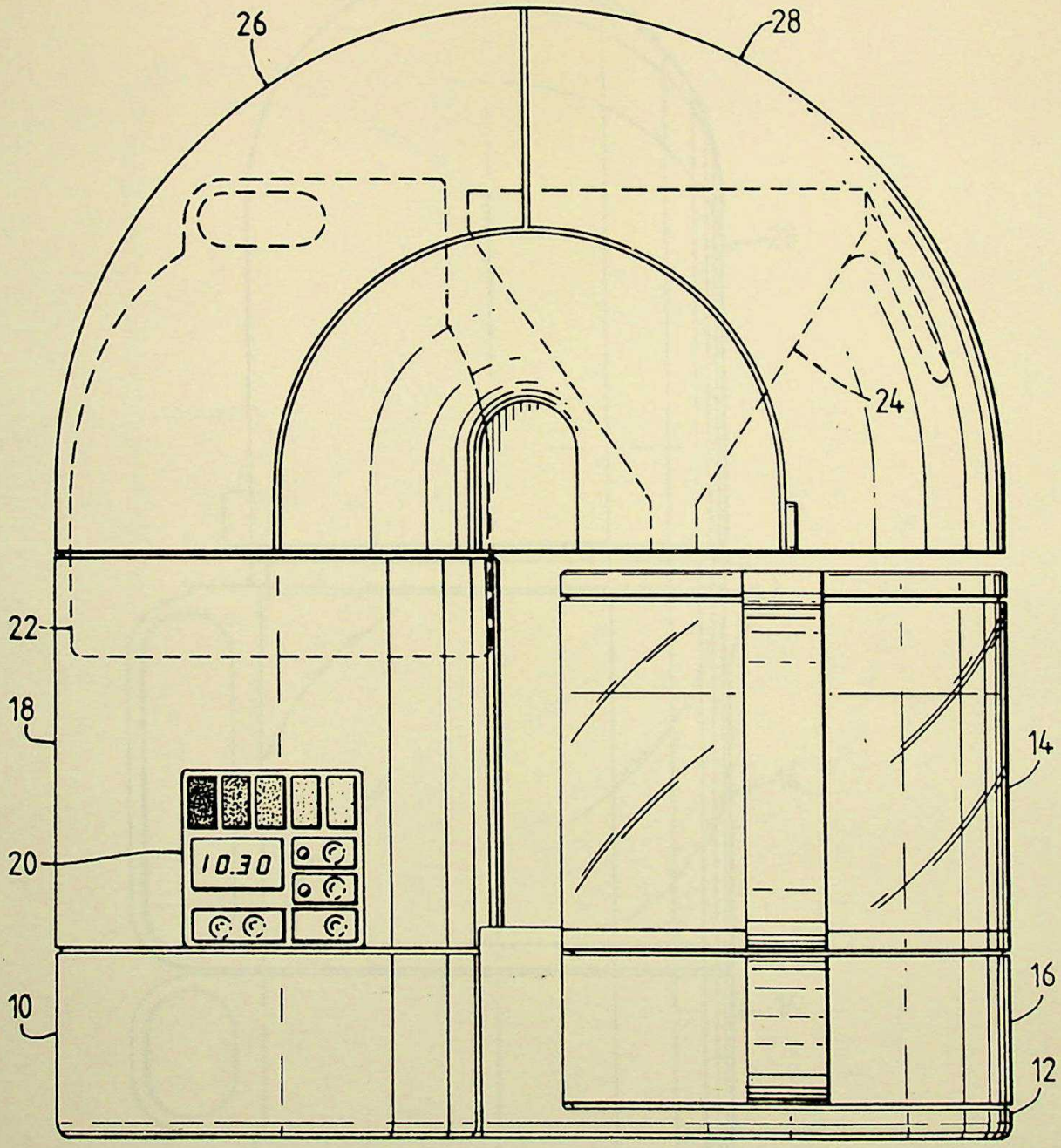
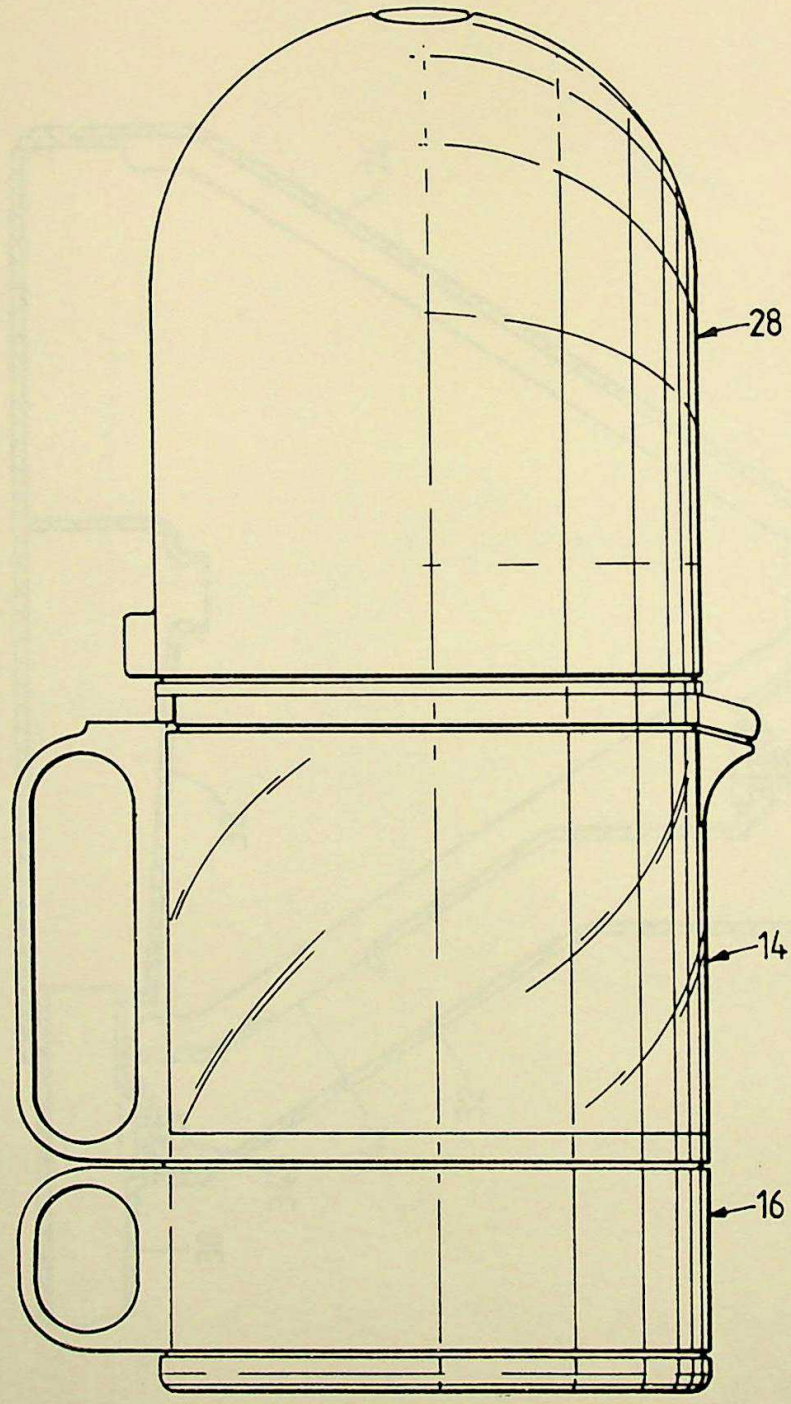


Fig. 2.



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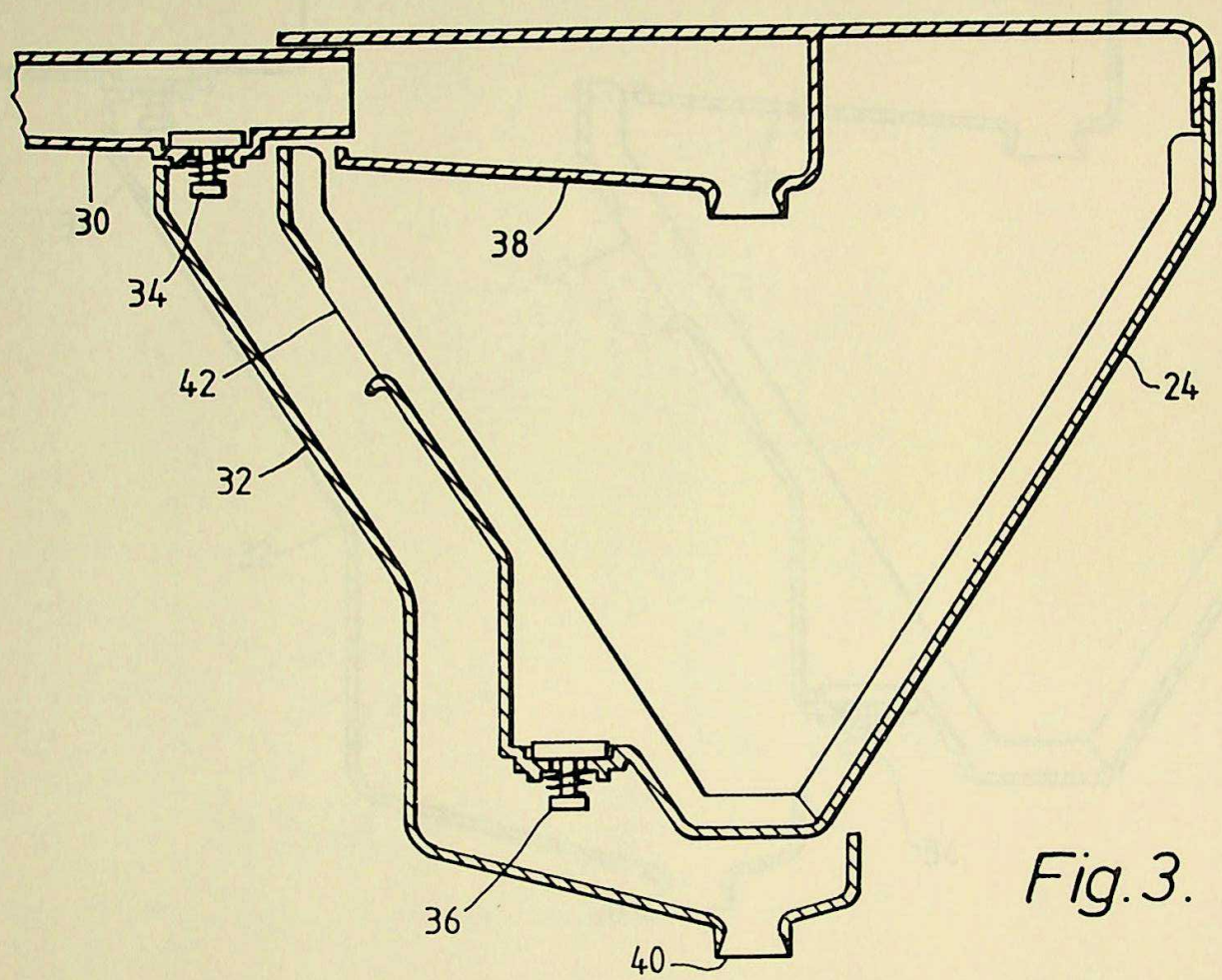

Fig. 3.

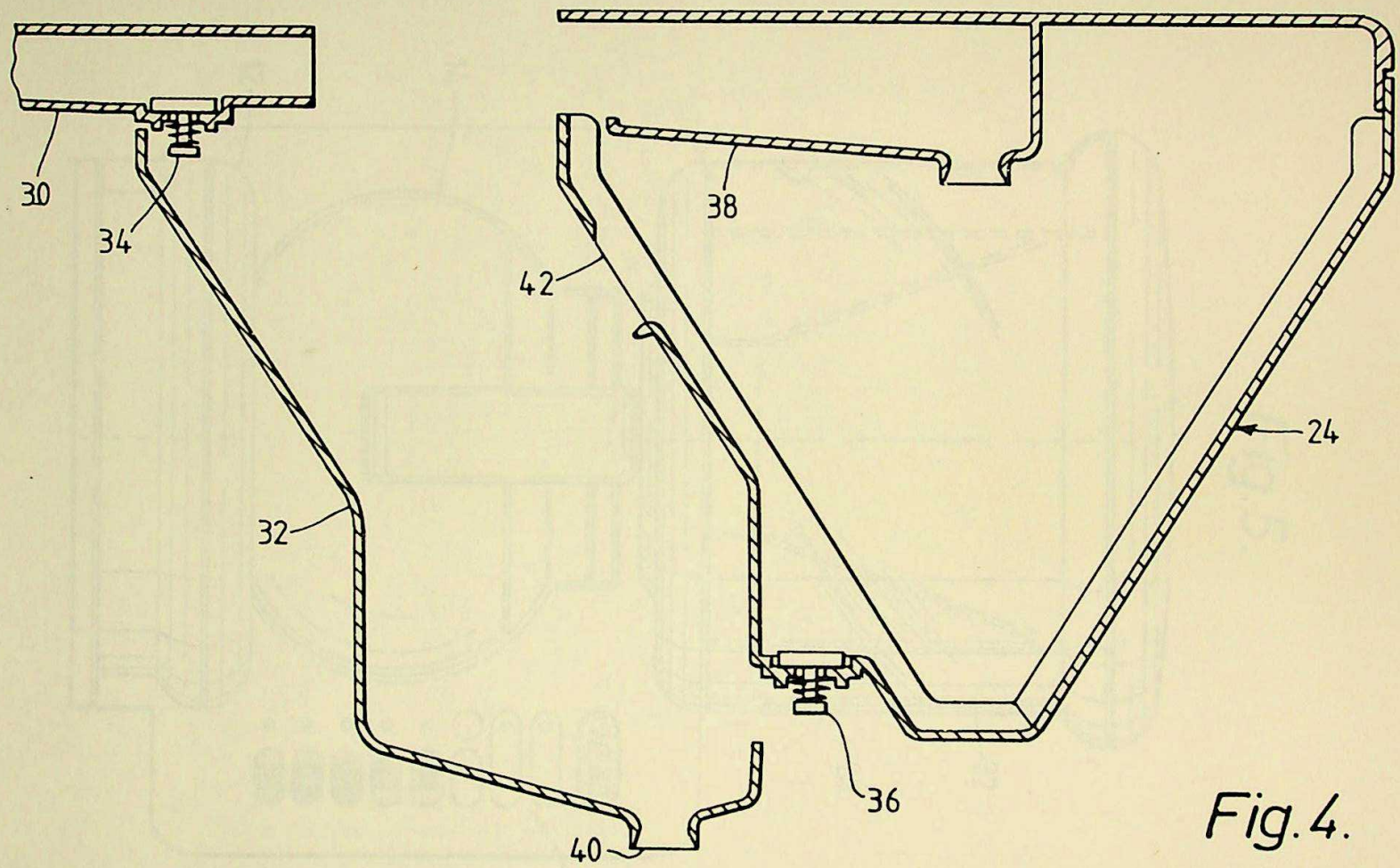

Fig. 4.

Fig.5.

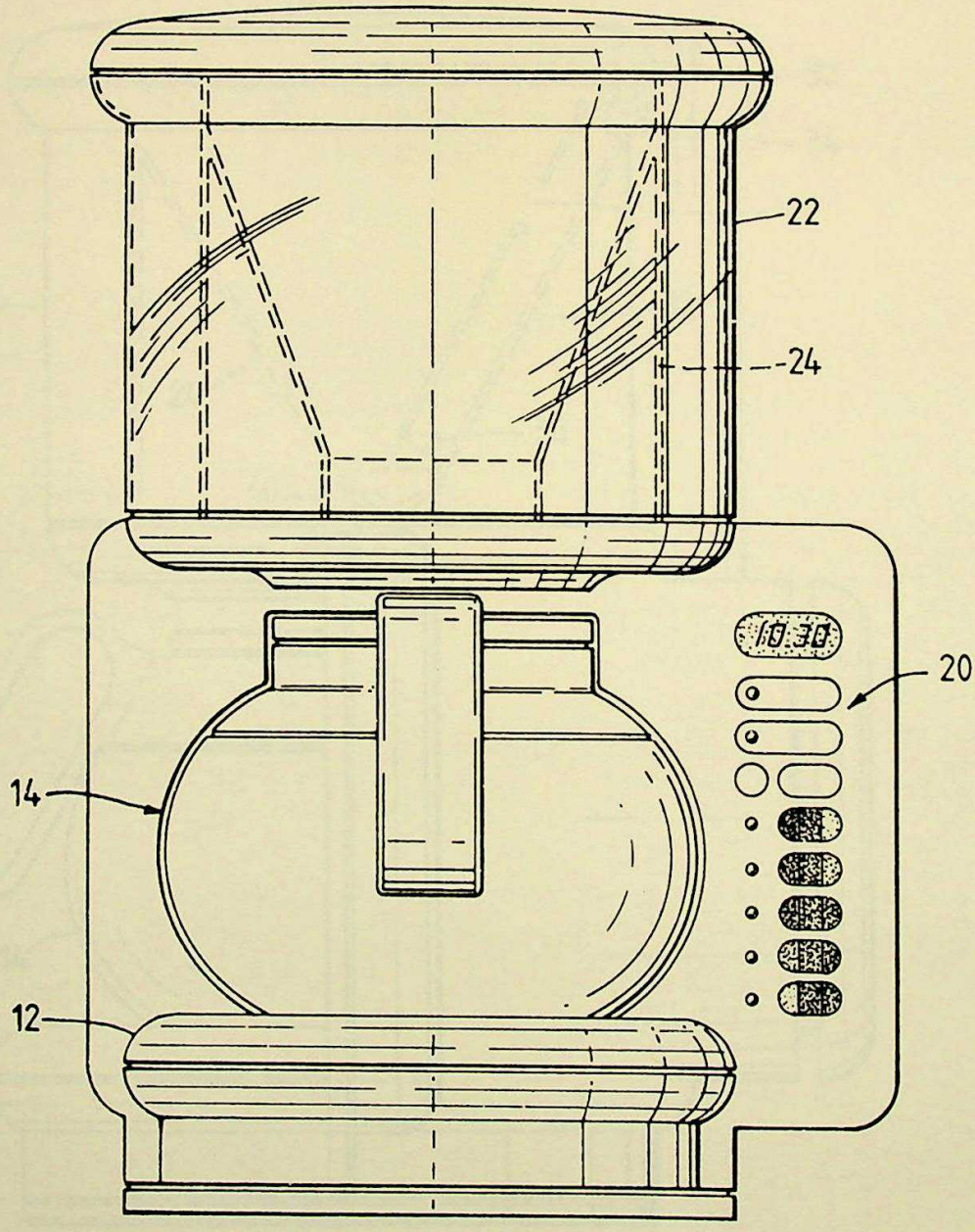

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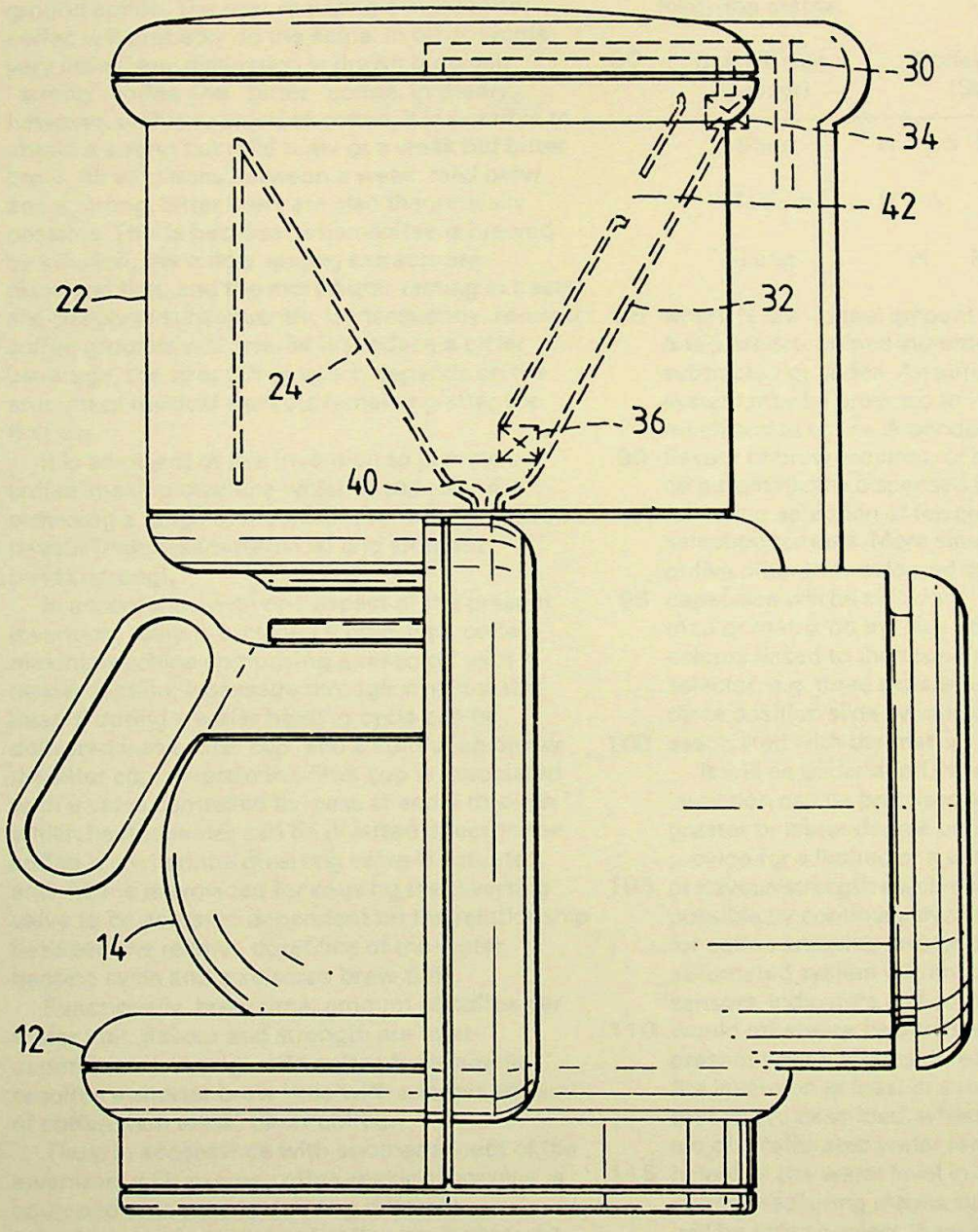
Fig.6.



SPECIFICATION

Improvements in coffee-making machines

This invention relates to a coffee-making machine, and in particular to a filter-type coffee-making machine which brews coffee by infusion. The term "coffee-making" is employed, even though such a machine may sometimes be employed for brewing other beverages such as tea.

In conventional filter-type coffee-making machines, the user requiring a stronger brew will usually either load the filter cup with an additional quantity of coffee or seek a different brand of ground coffee. The user requiring a more bitter coffee will probably do the same. In other words, very little if any distinction is drawn between "strong" coffee and "bitter" coffee. In theory, however, with any brand of coffee, it is possible to obtain a strong but mild brew or a weak but bitter brew. All variations between a weak, mild brew and a strong, bitter brew are also theoretically possible. This is because, when coffee is brewed by infusion, the milder tasting extracts are dissolved first, and the more bitter tasting extracts are dissolved subsequently. Consequently, re-used coffee grounds will invariably produce a bitter beverage, the strength of which depends on the amount of residual extracts remaining after the first use.

It is an object of this invention to provide a coffee-making machine which is capable of providing a range of brews differentiating between flavour (mildness/bitterness) and strength (weak/strong).

In accordance with one aspect of the present invention, there is provided a filter-type coffee-making machine comprising a reservoir with a heater section, a passage through which water heated during a water heating cycle can be delivered into a filter cup, and a coffee jug below the filter cup, wherein the filter cup is associated with a valve controlled by-pass channel through which heated water can be diverted direct to the coffee jug when the diverting valve is actuated, and means is provided for causing the diverting valve to be actuated dependent on the relationship between the relative durations of the water heating cycle and a selected brew time.

Functionally, brew time, amount of coffee per water unit, flavour and strength are inter-dependent. A strong, mild coffee for example, requires a shorter brew time with a larger amount of coffee than weak, bitter coffee.

Thus, in accordance with another aspect of the invention, a filter-type coffee-making machine is equipped with means defining different predetermined amounts of coffee per water unit filled into the reservoir, and means for selecting differing brew times in pre-established relationship to any of the defined amounts of coffee, the arrangement being such that, according to the brew time selection, heated water will be in infusing relationship to the defined amount of coffee for a selected period effectively independently of the total amount of water (number of water units) filled into the reservoir.

In one practical arrangement, for example, the coffee-making machine provides for three flavour settings, mild—average—bitter, and three strength settings, weak—medium—strong. This gives a matrix of nine possible combinations, which demands the possibility of defining five differing amounts of coffee per water unit filled into the reservoir (a water unit will usually be a normal cup capacity plus a percentage extra to allow for retention of water in the filter). Thus, for each possible brew time, the amount of coffee must be selectable in accordance with the following matrix:

Brew Times (Flavour)	Coffee Amounts (Strength)		
Short	$N-2\Delta$	$N-\Delta$	N
Medium	$N-\Delta$	N	$N+\Delta$
Long	N	$N+\Delta$	$N+2\Delta$

where N is a normal amount of ground coffee and Δ is a predetermined incremental amount, subtracted or added. An automatic indicating system may be provided to inform the user how much coffee to use dependent on the strength and flavour of brew required, or such amounts could be automatically dispensed from a coffee hopper following actuation of flavour and strength selection buttons. More simply, however, a series of five differently coloured spoons of differing capacities will be sufficient, in conjunction with a map or matrix on the side of the machine with colours linked to the spoon colours. A brew time selector, e.g. three separate selection buttons or a three position slide switch, can then be visually associated with the matrix.

It will be understood, however, that the invention can be practised with any chosen greater or lesser degree of automation, and may provide for a limited or a virtually infinite number of flavour/strength combinations, the latter made possible by continuously variable selector controls for coffee amounts and/or brew times. A fully automated system will entail the introduction of sensors, indicators and control mechanisms which would otherwise be unnecessary, and at the present time it is considered preferable to practise the invention at least in a manner analogous to that above described, wherein the user, with the aid of a calibrated water reservoir (showing the height of the water level in cups) and graduated coffee measuring means such as a set of spoons, will be able to select the required coffee strength when guided by graphics on the machine.

Appropriate selective solution of the coffee extracts is properly effected when (as in tea-making in a tea-pot) either some or all of the heated water remains in contact with the ground coffee for the selected brew time period, but substantially no longer than said selected period.

According to another preferred feature of the machine, a second valve is provided at the bottom of the filter to hold back a quantity of the heated water in the filter for the duration of the selected brew time, this valve being actuated to open it simultaneously with actuation of the water diverting valve.

Since in practice it is not desirable for the filter cup to be capable of holding all the water from a totally filled reservoir, the filter valve can be a pressure valve, which is partially opened when the water level in the filter cup rises above a given level and closes again when the water level has fallen to said given level. Alternatively and preferably, therefore, an aperture may be provided in the filter cup at a relatively high level therein, so that when the coffee liquid reaches said level in the filter, it can flow through said aperture and thence into the by-pass channel downstream of the diverting valve. However, in either case, positive actuation of the filter valve will enable all coffee liquid held back in the filter to flow into the coffee jug, and since due to the simultaneous actuation of the diverting valve no more heated water will then enter the filter, infusion will cease independently of the water heating cycle. Thus, if the last-mentioned cycle is longer than the selected brew time, heated water will flow through the by-pass channel for the remainder of the cycle, acting to dilute the coffee liquid which has entered the jug from the filter.

It will be appreciated that the duration of the water heating cycle is dependent on the amount of water initially filled into the reservoir since, as is conventional, the cycle is not completed until the reservoir has been substantially emptied. Thus, the brew time selected for a given flavour coffee may or may not be longer than the water heating cycle, dependent on how much coffee liquid is to be brewed. However, a larger quantity of water will have required a larger amount of coffee (the exact amount according to the selected coffee strength) to be loaded into the filter. For a given flavour, the extracts from a larger amount of coffee are dissolved in the same quantity of water during a selected brew time, producing in the filter an initially more concentrated (stronger) brew than a smaller amount of coffee. Nevertheless, the selected strength at the selected flavour will result in the coffee jug, due to dilution with heated water which has by-passed the filter.

Conversely, when the brew time is longer than the water heating cycle, as will often be the case when a smaller quantity of coffee is to be made, again a more concentrated (stronger) brew will be infused in the liquid in the filter, this time due to the liquid being held back after water heating cycle has elapsed. No water will bypass the filter, and at the end of the brew time the more concentrated coffee liquid in the filter will be released into the coffee jug to strengthen any liquid already present therein in order again to result in a coffee jug containing coffee liquid of the selected strength and flavour.

In practice, there is a minimum quantity of coffee which can be made exactly in accordance with selected requirements, and this is anticipated to be about two cups. The maximum capacity of the machine may be from ten to sixteen cups.

Psychologically, it may be regarded as disadvantageous if the user can see clear water entering the coffee jug to dilute the coffee liquid therein. Thus, according to a further preferred feature of the invention, the filter bypass channel extends down the outside sloping wall of the filter cup and has a common exit with the exit from the interior of the filter cup into the coffee jug.

In practice, the outflow of coffee liquid from the filter cup tends to slow up as the filter cup empties. Given a shorter brew time than water heating cycle, the filter will still have at least a small outflow of coffee liquid during the entire remainder of the water heating cycle after the selected brew time has passed and the diverting valve has been actuated. The by-passed water and the residual coffee liquid outflow from the filter will mix at the common exit into the coffee jug, thus avoiding the appearance of clear water entering the coffee jug.

This effect is materially enhanced by the provision of the second valve at the bottom of the filter cup, which holds back a substantial quantity of coffee liquid which has to drain through the opened filter valve to the common exit after the selected brew time has expired. Furthermore, the above-described arrangement of by-pass channel then makes for a convenient method of actuation of the two valves. The channel per se can be in the form of a movable member which also constitutes a common operating member for the two valves, namely the diverting valve in the delivery passage to the filter from the reservoir and the filter valve at the bottom of the filter cup. At the end of the selected brew time, a timer causes actuation of a solenoid which acts to displace the channel member to cause actuation of both valves simultaneously.

Such a movable channel member, separately formed from the filter cup, is also advantageous in that it becomes exposed when, as is usual, the filter cup is removable and is so removed for cleaning, and is therefore cleanable at the same time.

The provision of the by-pass channel on the outside sloping wall of the filter cup also facilitates communication of said filter with the by-pass channel, through the afore-mentioned filter cup aperture, whereby coffee liquid in the filter cup is prevented from exceeding a predetermined, relatively high level therein, but at the same time a predetermined quantity of coffee liquid for colouring the by-passed water, after the two valves have been simultaneously actuated, is held back in the filter cup.

Further features of a filter-type coffee-making machine in accordance with the invention will be apparent from the following description of two practical examples thereof, making reference to the accompanying drawings, in which:—

Figure 1 shows a first example of coffee-

making machine in front elevation;

Figure 2 shows the machine in side elevation;

Figure 3 shows the filter cup assembly of the machine, comprising filter cup and by-pass channel;

Figure 4 shows the separation of the filter cup from the by-pass channel;

Figure 5 shows a second example of coffee-making machine in front elevation; and

Figure 6 shows the machine in side elevation, with the filter cup assembly illustrated in dash-dot outline.

The machine shown in Figures 1 to 4 comprises a base 10 having on one side a low level hot plate 12 on which stands a coffee jug 14. The coffee jug 14 has a thick base portion 16 in which a mass of wax is contained. When the machine is in use and the jug 14 containing hot coffee liquid stands on the hot plate 12, the mass of wax becomes hot and gives off latent heat for keeping the coffee liquid hot while the jug 14 is temporarily removed to pour coffee therefrom. The wax is re-heated when the jug 14 is returned to the hot plate 12.

On the other side of the base 10, is an upstanding column 18. This contains all the electronics of the machine, and has on its front face a machine control panel 20. The column 18 also contains the heater section of a reservoir 22, the main portion of which surmounts the column. The reservoir 22 is thereby disposed to the side of a detachable filter cup 24 which surmounts the coffee jug 12. The filter cup can be detachably mounted on top of the coffee jug, but is preferably detachably mounted to the framework 10, 18 of the machine.

Conveniently, the machine is externally completed by a two-part top cover 26, 28, the parts of which are removable to allow filling of the reservoir 22 with cold water and access to the filter cup 24.

Within the top cover 26, 28, a delivery pipe for hot (near-boiling) water extends from the reservoir to a point above the filter cup 24. This delivery pipe is shown in Figures 3 and 4 and is referenced 30.

The heater section (not shown) of the reservoir preferably comprises a U-tube with one limb wider than the other. When the machine is switched on, power is supplied to an electric heater element, which heats the water in the wider limb, causing the creation of bubbles of steam which reduces the density of the water in this limb. Hot water thence rises from this limb to the delivery tube 30.

The filter cup assembly of the machine, shown in Figures 3 and 4, comprises, in addition to the filter cup 24, a by-pass channel 32. This is in the form of a displaceable channel member mounted to the framework of the machine, and is so displaceable in order simultaneously to operate a diverting valve 34 and a filter valve 36. The diverting valve 34 is mounted in the delivery pipe 30 through which hot water is supplied from the reservoir to an inlet passage 38 at the top of the filter cup 24. The filter valve 36 is located near the bottom of the filter cup 24. Both valves 34 and 36 are normally closed. When operated, the open diverting valve causes the supply of hot water to be diverted from the filter cup 24 into the by-pass channel 32, while the open filter valve admits coffee liquid retained in the filter cup into the bottom of the by-pass channel, which has an exit 40 above the coffee jug.

The amount of coffee liquid held back or retained in the filter cup 24, when the valves are closed, is determined by an aperture 42 in the wall of the filter cup, which aperture opens into the by-pass channel 32 downstream of the diverting valve 34.

The machine electronics includes a control microprocessor which, to give an example, receives the following inputs from the control panel 20:—

a) digital clock hours and minutes, fed in by two set buttons,

b) real time/alarm time, selected by one set button,

c) brew time, selected by three set buttons or a slide switch,

d) start/stop, initiated by one set button,

e) delayed or immediate operation, fed in by one set button.

Acceptance of set button inputs can be indicated by a bleeper. The microprocessor also receives temperature inputs from a sensor located near the top of the heater section of the reservoir. These temperature inputs are provided near the beginning of the water heating cycle and continuously towards the end of the cycle.

The microprocessor provides outputs to a clock display, a LED on/off indicator and a warning light for a scaled condition of the machine, these indicators also being incorporated in the control panel.

In addition, adjacent the control panel 20, the front face of the machine can bear graphics for assisting coffee flavour and strength selection. Assuming three possible strengths for any of three possible flavours are to be selectable, a set of five differently coloured, differing capacity spoons will enable any one of the nine possible selections to be made, in conjunction with the three brew time set buttons. A mild brew requires a short brew time, and a weak brew requires a relatively small amount of coffee. At the other end of the range, a bitter brew requires a long brew time, and a strong brew requires a relatively large amount of coffee.

The reservoir 22 has a transparent wall or transparent section thereof, graduated in cups of coffee liquid required. Assuming one cup to be 125 cc, typically the graduations in the reservoir will be in 140 cc steps, primarily to allow for retention of water in the coffee grounds in the filter.

For a given number of cups required (minimum two), a corresponding number of spoonfuls of coffee will be loaded into the filter, using the spoon appropriate to the selection of strength and flavour. The machine is then set to operate, this step including selection of the correct brew time for the selected flavour.

The microprocessor also provides control outputs to a triac for switching the water heating element on and off and to a solenoid for actuating the by-pass channel member 32, which member serves as an operating member for the two valves 34 and 36. An output can also be provided to a tone generator (buzzer).

The machine can be started into operation immediately or at a set alarm time. First, a water heating cycle will be initiated by switching on the water heating element. The duration of the water heating cycle will be dependent on the amount of coffee liquid to be made, since the element is switched off when, by means of comparator circuitry fed with temperature reference signals, the temperature sensor gives a high temperature output corresponding to a "dry" condition of the reservoir.

The diverting and filter valves 34 and 36 are operated at the end of the selected brew time, which may be less than, equal to or greater than the water heating cycle.

If the heating cycle is of greater duration, then, following opening of the valves 34 and 36, for the remainder of the heating cycle hot water will be diverted through the by-pass channel 32 to mix at 40 with coffee liquid exiting from the filter cup 24 and thence enter the coffee jug 12 to dilute coffee liquid already present therein due to overflow from the filter cup 24 into the by-pass channel 32 through the filter cup aperture 42. The coffee liquid in the jug will then be of the selected strength and flavour.

If the selected brew time is of greater duration than the heating cycle, then the valves 34 and 36 will remain closed for a period after water heating has been completed, storing an amount of liquid in the filter cup 24 for further infusion (solution of further extracts). The valves 34 and 36 will open at the end of the selected brew time to release a more concentrated brew into the coffee liquid already present in the coffee jug 12 in order to impart the selected strength and flavour thereto. No water will by-pass the filter.

If the selected brew time and the water heating cycle are of equal durations, no water will by-pass the filter and no liquid will be stored for additional infusion.

At the beginning of the water heating cycle, the hot plate is switched on, and the power circuit to this hot plate remains switched on for a period, for example one hour, after coffee brewing has been completed. The hot plate is then switched off, and this action may be accompanied by an audible warning from the tone generator.

Reference has been made to a scale warning indicator. A fixed time after and near the start of the water heating cycle, the temperature outputs of the temperature sensor are fed to the comparator circuitry for comparison with one or more intermediate temperature reference levels. Too high a temperature at the sensor at this time of the water heating cycle is indicative of a scaled up condition. A partially scaled up condition can cause the scale warning indicator to flash, while an unacceptably scaled up condition may switch the warning indicator on continuously and possible activate the tone generator. Preferably, moreover, if the machine is found to be unacceptably scaled, the valves 34 and 36 will be actuated to prevent coffee making. The temperature sensing near the beginning of the water heating cycle will also detect a "dry" condition (user omitted to fill water into reservoir), the heating cycle then being immediately terminated.

The temperature sensing functions for detecting scale build-up will not be performed during continuous monitoring of the sensor temperature which is commenced later in the water heating cycle.

A further feature of the machine concerns residual water left in the reservoir at the end of the water heating cycle. The water heating element is conveniently connected in circuit with the hot plate power circuit, so that the heating element is also powered with a greater reduced heating current while the hot plate remains on, thereby to evaporate the residual water in the reservoir.

All the above-described operations of the machine are supervised by the clock coupled microprocessor, generally in accordance with conventional practice in the electronics art.

In the drawings, Figure 4 shows the manner in which the filter cup 24 is detachable, separating from the by-pass channel 32 to facilitate cleaning. Conveniently, the channel 32 will be a member of moulded plastics material, and the valves 34 and 36 will be of the small poppet type.

A modified machine is shown in Figures 5 and 6. This machine differs from that described with reference to Figures 1 to 4 only in design details, notably in that, in order to make it more compact, the main section of the reservoir is an annulus surrounding the filter cup, and the coffee jug is not provided with a thickened wax-containing base. The embodiment of Figures 5 and 6 will be clear from the applied references, which are the same as those used in conjunction with Figures 1 to 4.

CLAIMS

1. A method of brewing coffee in a filter-type coffee-making machine, according to which the filter is loaded with a selected amount of coffee per water unit filled into the water reservoir, a brew time is selected in pre-established relationship to the selected amount of coffee, said selections being made interdependently according to the strength and flavour of brewed coffee required, and heated water is maintained in infusing relationship with the selected amount of coffee for the selected brew period independently of the total amount of water filled into the water reservoir.

2. A method according to claim 1, according to which, if the selected brew time is longer than the total time taken to heat the water filled into the reservoir, then heated water is held back in infusing relationship with the coffee beyond the normal period for filtering the total amount of

water and, if the selected brew time is shorter than the total water heating time, then heated water is diverted thereafter to by-pass the filter, at the end of the selected brew time.

3. A filter-type coffee-making machine comprising a reservoir with a heater section, a passage through which water heated during a water heating cycle can be delivered into a filter cup, and a coffee jug below the filter cup, wherein the filter cup is associated with a valve-controlled by-pass channel through which heated water can be diverted direct to the coffee jug when the diverting valve is actuated, and means is provided for causing the diverting valve to be actuated dependent on the relationship between the relative durations of the water-heating cycle and a selected brew time.

4. A machine according to claim 3, including a second valve at the bottom of the filter to hold back a quantity of the heated water in the filter for the duration of the selected brew time, this valve being actuated to open it simultaneously with actuation of the water-diverting valve.

5. A machine according to claim 4, wherein the second valve is a pressure valve.

6. A machine according to claim 4, wherein the filter cup has an aperture therein at a predetermined level above the second valve, so that when the coffee liquid reaches said level in the filter, it can flow through said aperture and thence into the by-pass channel downstream of the diverting valve.

7. A machine according to any of claims 3 to 6, wherein the filter by-pass channel extends down the outside sloping wall of the filter cup and has a common exit from the interior of the filter cup into the coffee jug.

8. A machine according to claim 4 or any of claims 5 to 7 when appendant to claim 4, wherein the filter by-pass channel is in the form of a movable member which also constitutes a common operating member for the two valves, namely the diverting valve in the delivery passage to the filter from the reservoir and the filter valve at the bottom of the filter cup.

9. A machine according to claim 8, including a timer operable at the end of the selected brew time to cause actuation of a solenoid which acts to displace the channel member to cause actuation of both valves simultaneously.

10. A machine according to any of claims 3 to 9, bearing a chart for indicating selected coffee amounts per water unit filled into the reservoir according to strength and flavour of brewed coffee required, and a brew time selector positioned on the machine in visual relationship to said chart.

11. A machine according to any of claims 3 to 10, including a timer and an electronic switch whereby, at the end of water heating for coffee brewing, a water heater is switched to reduced power for a predetermined period, thereby to evaporate residual water in the water reservoir.

12. A machine according to claim 11, having a hot-plate for supporting the coffee jug, wherein said timer and electronic switch are also utilised to control the switching on of the hot-plate, for the same predetermined period, at the end of water heating for coffee brewing.

13. A machine according to any of claims 3 to 12, wherein the coffee jug incorporates a mass of heat-retaining wax, and means are provided for reducing loss of heat from the brewed coffee through the jug inlet from the filter cup.

14. A machine according to any of claims 3 to 13, having an electric water heater the temperature of which is monitored by a temperature sensor to control water heating for coffee brewing, wherein an output derived from the sensor during the water heating period is compared with at least one fixed reference level in order to detect build-up of scale, and the diverting valve is actuated if a reference level designating a scaled-up heater is exceeded by the sensor output.

15. A machine according to claim 14, wherein a sensor output in excess of a reference level designating a partially scaled-up heater causes a warning indicator to be operated but does not actuate the diverting valve.

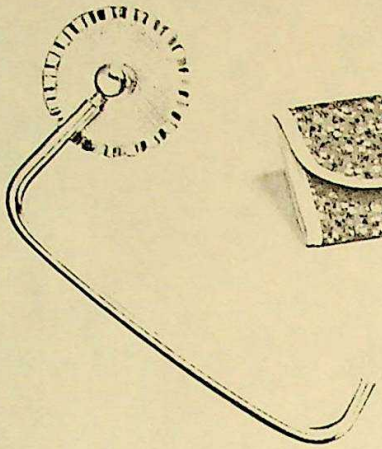
16. A method of brewing coffee in a filter-type coffee-making machine substantially as hereinbefore described.

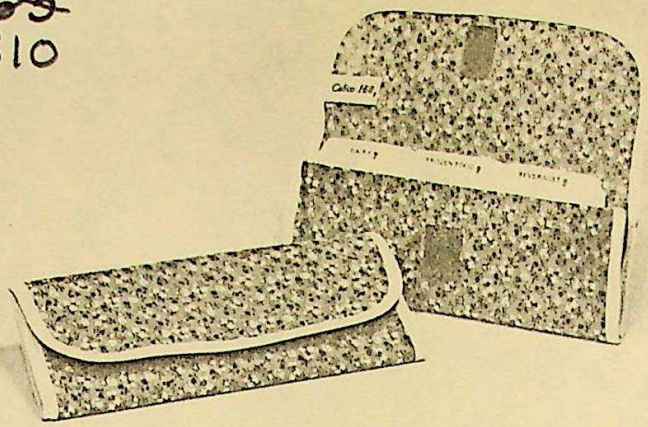
17. A filter-type coffee-making machine substantially as hereinbefore described with reference to the accompanying drawings.

Printed for Her Majesty's Stationery Office by the Courier Press, Leamington Spa, 1983. Published by the Patent Office 25 Southampton Buildings, London, WC2A 1AY, from which copies may be obtained.

P D7/~~63~~ 310

Nov., 1977





Look

A personal gift, great for the person who wants to be organized. Coupon file in red calico fits in a purse and holds up to 200 coupons in ten categories. $4.95. Calico Hill, R.D. 1, Box 279, Frenchtown, N.J. 08825.

Hang-on handbag holder keeps purses out of the way at dinners, in the office. Can be carried easily in the handbag. $3.50. Efson, 60 Hoffman Ave., Hauppauge, N.Y. 11787.

GIFTS & DECORATIVE ACCESSORIES

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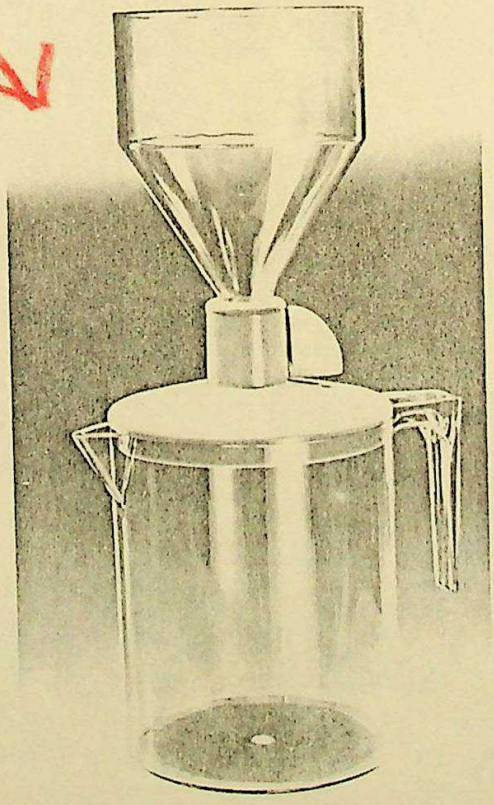
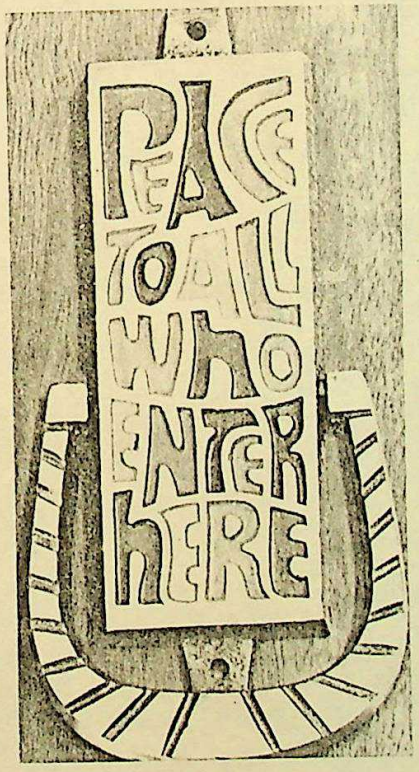
Nov., 1977
p. 78

Q



Quick and easy are the "buy-words" of today's kitchen. The Gravy Mate fits that description as it separates fat in less than 1 min. $13.50. Wyndham House, Wyndham Dr., York, Pa. 17403.



Religious themes are especially appropriate at Christmas. This Welcome Doorknocker is cast in solid bronze with hand-applied enamel color inlays. $10. Terra Sancta Guild, 858 Sussex Blvd., Broomall, Pa. 19008.

D7/310

MY HUSBAND WAS DIFFERENT

continued from page 216

D7/310 ~~B~~

ip with an annulment. you have told me, it your husband has been nce before your marriage, and therefore it is highly possible that a case could be made for the invalidity of the union."

Cautious words, but oddly comforting. The Church itself apparently agreed: a situation of this kind was psychologically and physically impossible to maintain.

My discussion with Father Ferraro pushed me back into reality and into action. For a change, I began to think of myself. I volunteered to teach a weekly religion class in my parish and before the school year was out I was appointed assistant director of religious education. I also joined a committee to develop a curriculum for the new middle school opening that fall in our town. That forced me to attend the weekly evening meetings: I had never gone anywhere alone at night in all the years of our marriage. As the months went by I found I enjoyed the work so much I got out my teaching degree—that had lain unused since Melissa's birth—and applied for a teaching job in a private school nearby. I was hired.

Yet all this personal growth took place under a terrible strain. No one knew Ed and I were having problems. My greatest fear was that a neighbor would somehow find us out. Ed's own attitude about his homosexuality was ambivalent. On the one hand, he didn't seem to care who knew; at the same time he was afraid of being detected. He had even started going to bars across the state line, rather than those near home.

Thinking back now, I can see that our marriage was doomed. We were living in an uncomfortable limbo. My moods swung back and forth. During the day, I would tell myself I should end a relationship that had ceased to be a marriage. But, by evening I would resolve to fight for the man I loved. It was torture. Ed himself solved my problem the day he confessed that he had fallen deeply in love—with a man. I blurted out, "What do you really want of me?" He snapped back, "I want to live with you, the children *and* my lover, together."

I understood at last that my decision could not be avoided. Within a week, I filed for divorce. Ed moved out.

In a short while, our divorce will be final. Soon I will petition the Catholic Church for an annulment, which will give me the freedom to remarry in my Church —if I should ever want to. The children have accepted the fact that Mommy is running the house alone now. My daughter, almost 11, is still close to her father, and I am glad that she feels close enough to me to share her unhappiness at our separation. As for my three-year-old son, he has adjusted to the changes in our household easily. He loves Daddy's visiting days, much as he loves birthday parties, ice cream and candy. I do not know yet what I will tell my children when they are older.

There are the inevitable moments of loneliness, of pain when something or someone reminds me of my husband and the past life we lived together. But it is more important that I look to the future and the hope that it holds.

I can breathe again—free from the despair that plagued the years when I tried to cope with Ed's problem. I have even begun dating a man whose warmth and kindness have given me a new sense of my own worth as a woman.

I feel no bitterness toward Ed. He is a fine man, and he cannot help the way his life has changed. With all my heart I pray he will find the peace and happiness he longs for—the peace and happiness I now have. ◆

For obvious reasons, the author prefers to remain anonymous. In addition, all the names used in her story have been changed.

GOOD HOUSEKEEPING

MAY, 1976 *TIMELINESS* p. 219

The habit of punctuality has one serious drawback. Usually, there is no one there to appreciate it.

—Lane Olinghouse

They're not expensive like those new filter-drip machines. They just brew the same great coffee.

Everyone knows what a great-tasting cup of coffee the filter-drip method delivers.

But why spend $30 or $40 for a filter-drip coffeemaker when our $7.95* PYREX® ware 6-cup filter-drip brews coffee the identical way?

The same is true of our CORNING WARE® 6-cup filter-drips. And look how little *they* cost: $12.95* for our Blue Cornflower Emblem. And $14.95* for either the popular Spice O'Life design or our new Country Festival pattern.

What's more, since all our filter-drips are non-porous, you taste the coffee and not the pot. And besides brewing great coffee, they're also great looking servers. Which most $40 coffeemakers aren't.

Corning's filter-drip coffeemakers. The identical cup of coffee, for a fraction of the cost.

CORNING

CORNING WARE® & PYREX® WARE

FILTER DRIP COFFEE MAKERS.

*Prices shown are manufacturer's suggested retail prices. Country Festival Design © 1975 CORNING. CORNING WARE, and PYREX are Registered Trademarks of Corning Glass Works, Corning, N.Y. 14830

MY SEARCH FOR MY FATHER

continued from page 120

turned out to be pranksters or worse.

About a year ago the need to fill in the blank section on my father's side began to intensify. That was when I once more took up the pursuit of that phantom of a man who may or may not have been named McKuen; who might or might not be still living; who could or could not have known about me and, if so, did or didn't care. Filed away in Oakland, Calif., I had found two birth certificates—with contradictory information. The first would have made me 40 years old, the second 42. Since I had celebrated or lived through 41 birthdays, I decided, no matter what, I would believe the second. Besides, there are days when I feel all of 42 and more; yet, at the same time, having never really had a proper childhood, there are those days and hours when I feel half that age.

Information on my background is very sketchy. Although I don't believe my mother ever lied to me, she told me only what she wanted me to know and that is borne out by the birth certificates. My father's name was McKuen, although one birth certificate spells it "McKuien"; no first name was given, only a nickname: "Mac" on one certificate and "Mack" on the other. My father was 27 (with a question mark behind the age) and my mother 24 when I was born. He was a refrigerator salesman; and my mother had been working as a dime-a-dance hostess. (She was supporting two sisters, one of whom had twin sons.) Admittedly, there wasn't much to go on for a snoop, detective or search party. But every day of every year I've thought about my father, wondered if he were tall or short, intelligent or a man of common sense, beautiful to look at or plain, a criminal or a barrister, a teacher or a bum. Perhaps he's a retired gentleman jingling a gold watch in his pocket, the reward for a lifetime of selling refrigerators for the same company.

Suppose he needed me? Maybe he was in trouble and I could help. I thought, doubtless selfishly, that it would be quite a coup for me after all these years to be able to help the man who helped to bring me into this world. But I knew that I need help too; I want to know who I am and what I am. It seems that everywhere I go everybody but me knows the answers. An opinion has been formed, a sureness on the part of strangers who know about me or what I'm like and why they believe me to be so.

I don't suppose, unless you found yourself in the same circumstances, or are very close to someone adopted or illegitimate, that I could tell you why I need to find my father; why no risk is too great and no amount of luxury or material things, or the satisfaction that comes from knowing there are certain things you can do and do pretty well, is enough to compensate for that gap back there somewhere that only one man in the world can fill.

This past November, I met an incredible man who was putting together a television documentary about people who are trying to find their relatives, many missing for as long as 30 years. Because of his ability as a newsman and maker of documentaries, he was able to bring about the reunion of a number of families. Hearing about me from a mutual friend, he came to interview me, and before I quite knew what was happening, I agreed to narrate the documentary and write the music for it. Before *Hello Again* was aired last January, my new friend put me in touch with a firm of private detectives who would eventually uncover a whole new world for me.

Perhaps you already know that we ran an ad in the personal columns of three California papers and one in Reno, Nev. *"Mac McKuen,"* it read. *"If you know of the above (spelling may vary) who worked in the Bay Area in 1933 (then aged 27) as a salesman. . . . Pls. call Neilson & Green, S.F. 665-4386."*

Almost as soon as the ad appeared, wire services picked it up and flashed my story to the world. I'm told that more than 3,500 newspapers and magazines printed versions of the account that went out over the wires; also the newsmagazines, all three TV network and Dinah Shore, Mike Douglas, Merv Griffin, among others. Now, although the private investigators I hired are still hard at work, we no longer need to run ads.

As I've said, many people I know were baffled about why I was doing what I'm doing. "Don't" said a friend. "Be careful," worried one of my few remaining relatives. "You're wasting a lot of time and many thousands of dollars," offered my very conservative and careful accountant. But I'm glad I didn't listen to anyone but myself in making a decision to go forward. The surprises and the outcome have been unbelievable. The newspaper accounts and publicity have caused parents, foster parents and adoptees to write me many hundreds of letters, most of them saying I'd helped them by not being afraid to come forward myself. Now other children might ask questions about their parents or parent. Now the answers might be forthcoming, the missing gaps filled in.

What have I found in my search so far? More than anything, that there are thousands of people who want to be of help. As of this writing, I have received, in little more than a month, more than 3,000 letters, telephone calls and telegrams from people all over the world. They offer encouragement, advice and a general outpouring of a kind of love that I was previously unaware of. (There has been only one really nasty letter.) More than 60 genuine leads have come in and at least 40 of those have been carefully checked out by my private investigators. Twelve are now under active investigation.

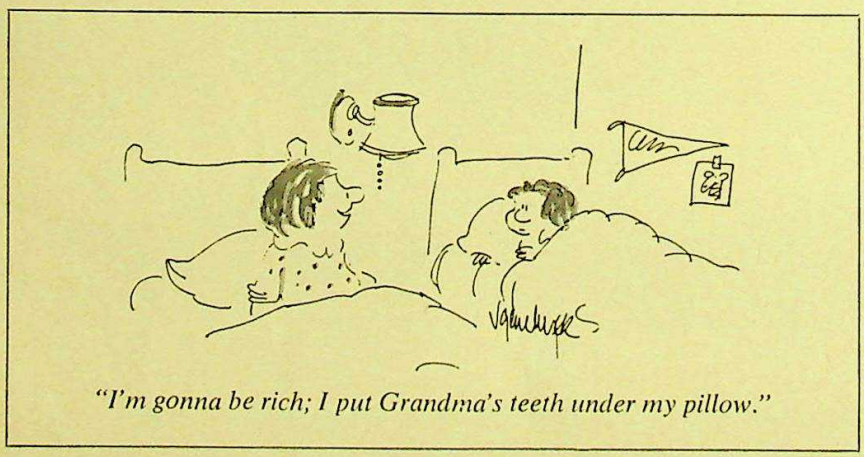
Am I any closer to finding my father? You bet I am! Not only that, I've learned about my childhood and about relatives I never knew I had. Most important, I've had confirmation of what a really remarkable human being my mother was.

Because of the bureaucratic walls I ran into in trying to open the files of 40-some years ago, one California assemblyman has asked my help in drafting a new bill that would make access—in this state, at least—to personal records a lot easier for the adopted and those who need to know.

In the process of my hunt for my father, it would come out that I, too, had fathered an illegitimate son, although to me he is legitimate in every way. His name is Jean Marc and he'll soon be 14. He lives with his mother and stepfather in France and whenever I'm in Europe, which is often, I go to see him. Despite the fact that the only thing his mother and father had in common was the passion that produced him, he is a healthy, well-adjusted boy and he loves both of his fathers. Once he said to me, "Being a love-child is the best thing in the world. It means you were really wanted." I think I believe that about my son and myself.

One of the definitions for the word bastard that appears in the dictionary is "an offensive or disagreeable person." I've learned that, in that sense, bastards aren't born. I know quite a few of them and it's taken them a great deal of effort and work to become such. In one way, though, I've been lucky: Having been born a bastard gave me an edge over all those people who've spent their entire lives working at it. I really believe that the only illegitimates in the world are the liars and bunco artists. I try hard not to lie or put myself in a position where I have to question my motives. Still, like everyone else, I have my illegitimate days.

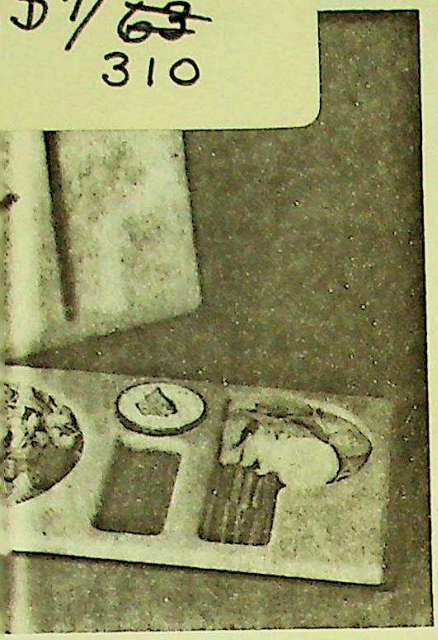
Why did I want to find my father, know about him, confront him face-to-face? I only wanted to say to him: "Look, Dad, everything turned out okay." ◆



"I'm gonna be rich; I put Grandma's teeth under my pillow."

D7/~~63~~
310

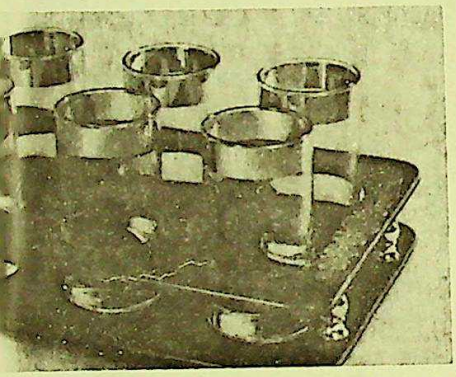
Gifts & Decorative Accessories
p. 55
OCT., 1971



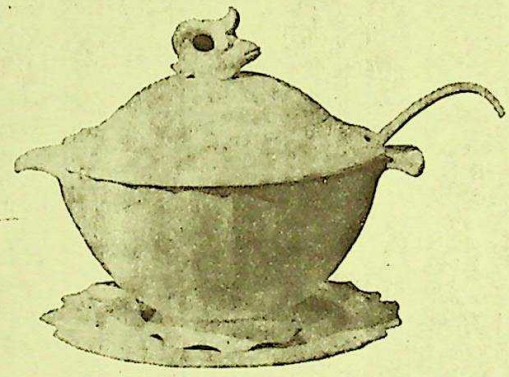
eramic, 20½ by 13½ in., holds crackers, white, yellow, and orange. $8. Ted Arnold, ew York.

Whether your customers are entertaining four or forty during the holidays, they will want special serving pieces . . . formal or casual . . . for hot or cold dishes. The items shown here also make welcome hostess gifts. They should be promoted in both ways.

oliday Servers

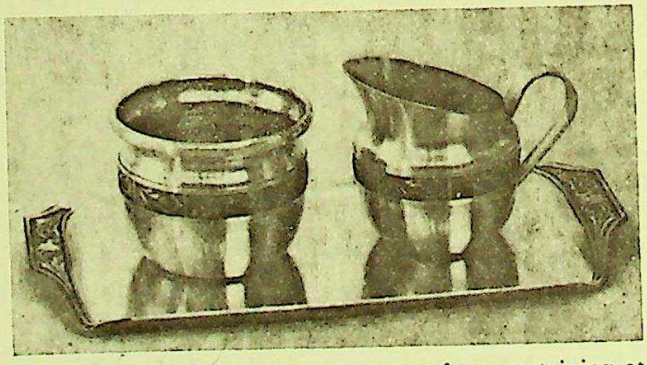


l tray holds six 12-ounce glasses with wide y also comes in black or ruby. The set asculine gift or house gift. Each style is 225 Fifth Ave., New York.



Ceramic tureen holds four qts. Tray is 12 in. dia. Fish motifs decorate lid and edge of tray. For seafood bisque, stews, soups. Fluted tureen with ladle and tray is $20. From Marsh Industries, 224 E. 16th St., Los Angeles.

lecloth. 54 , $2.50. 54 $3. Freund- Ave., N.Y.



Pewter sugar and creamer set on tray for entertaining at any meal. Imported from Norway, the classic design lends itself to traditional or contemporary table accessories. $19.50. Henriksen Imports, Box 643, Racine, Wis.

Karlsbad Kaffee Maschine of Bavarian china with filter. Makes 4 cups. $15. Sprout-X, 1133 Bdwy., N.Y.C.

JAN.-1969 HOUSEWARES REVIEW p. 50

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through September 28

CREATIVE SCANDINAVIA

SAS

Come to Dayton's, many things to see, many people to meet! exciting events every day until Saturday!

SAS Folk Dancers

Flown in direct from Sweden by Scandinavian Airlines! Dressed in colorful national costumes, they perform traditional dances of Scandinavia in 8th floor auditorium. Tues. 12:00 and 7:30. Wed., 10:00 and 12:00. Thurs., 12:00 and 7:00 p.m.

Meet Artists and Designers

Gosta Sigvard, glass designer; Kari Fronth, textile printer; Erling Christoffersen, silversmith; Hans Ehrenreich, woodcarver; and more throughout the store.

Oskar Davidsen, Sandwich Specialist

Eat open-faced sandwich specialists inside the Oskar Davidsen stand flown direct by SAS from the famous Copenhagen restaurant. Try them in the Sky Room!

Cooking "classes" on 8th floor

Tuesday, Kristine Catherine, Scandinavian Dinners
Wednesday, Inge Hammond Hansen, Danish Specialties
Thursday, Bente Chalangas, Finnish Pastry Specialties

Register to win a trip for two to Scandinavia

Fly via SAS, travel at your leisure in an exclusive paid SAAB car. To register, get your "passport" at any Dayton's entrance, have it stamped at designated locations, then deposit it in the auditorium.

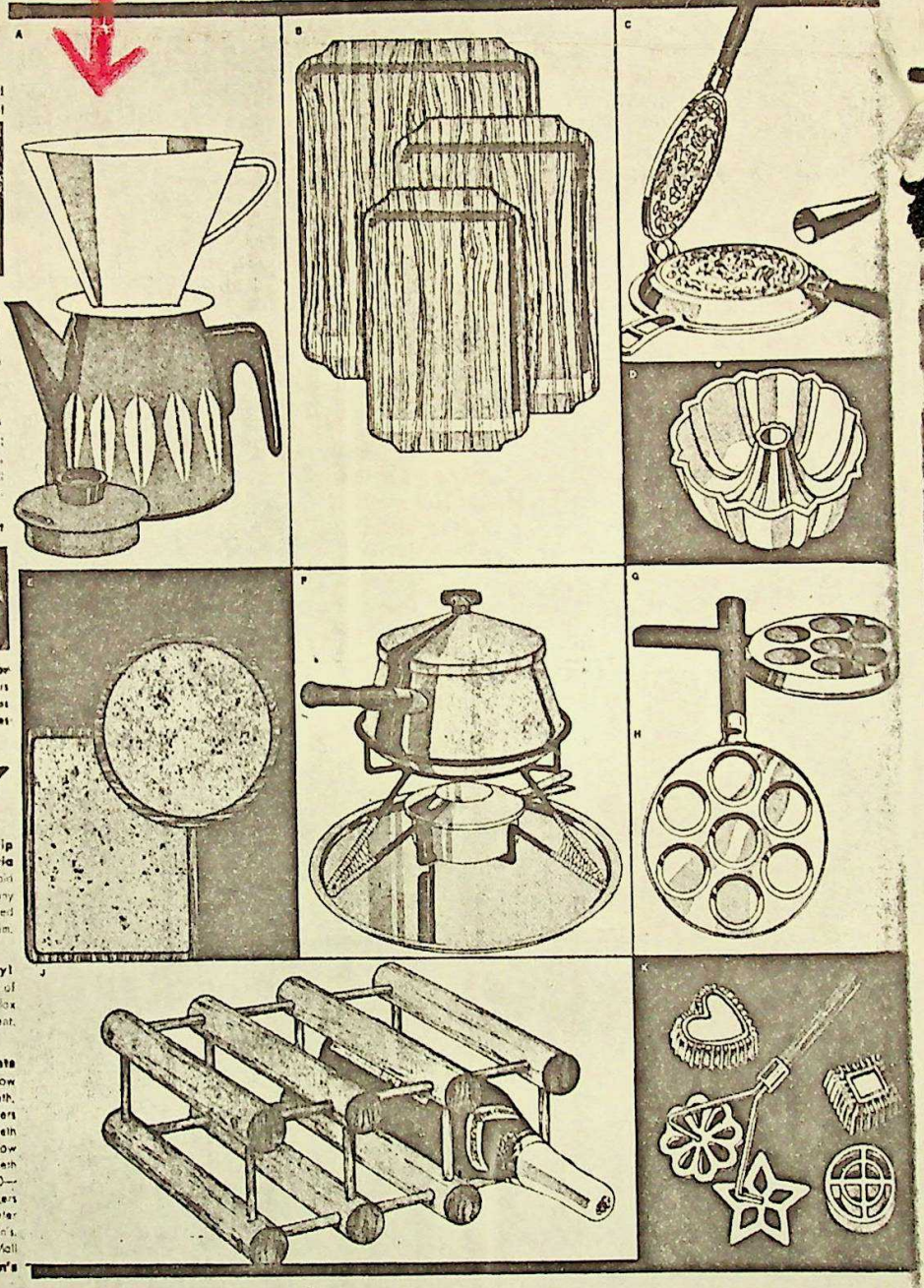
Wednesday is Denmark Day!

At noon, meet Lord Mayor Urban Hansen of Copenhagen in the 8th floor auditorium. Relax and enjoy Danish entertainment.

Other Auditorium Events

Tuesday: 10:00, 3:00—Fjaeraland Trail Show
11:00, 4:00—Mr. and Mrs. Sigmund Aarseth, Norwegian Folk Dancers
Wednesday: 11:00, 2:00—Mr. and Mrs. Aarseth
1:00, 3:00—Fjaeraland Trail Show
Thursday: 10:00, 6:00—Mr. and Mrs. Aarseth
11:00, 1:00, 2:00, 3:00, 4:00, 5:00—Nordic Dancers
Every day, all day—Cultural Center 8th floor Auditorium, Dayton's, 700 on the Mall

dayton's



A. Enamel coffee maker by Catherineholm of Norway in lotus design. With filter cone for rich coffee. 14.50.

B. Teak serving trays from Finland. Beautiful oblong trays come in three sizes. 10½x15", 1.99, 12x17", 2.49, 13½x19", 2.99.

C. Krumkake iron for making paper-thin Norwegian krumkake with old world scroll design. Rolling cone, recipes, instructions included. Made of heavy cast aluminum, 4.47.

D. Bundt cake pan of cast aluminum, and Old World Recipe Booklet. 4.98. Same pan with Teflon coating, 6.98.

E. Cork hot pads from Sweden. Choice of round or square in 3 sizes. 1.75, 2.00, and 2.50.

F. Stainless steel fondue from Denmark. Includes alcohol burner and matching tray. 26.95.

G. Ebelskiver pan of cast aluminum. Makes delicate pancake balls with fruit centers—a Danish national specialty, 3.98.

H. Platte-Panna makes light, thin pancakes for breakfast, evening dessert or snacks. The pan is heavy, cast aluminum. 4.50.

J. Modular wine rack from Denmark takes the shape and size you want with interconnecting parts of finished pine. 6 bottle, 4.95. 10 bottle, 6.95.

K. Rosette-Timbale set with Old World Recipe Booklet, 2 rosette irons and 2 patty shell irons with double handle for easy use. 1.98.

Housewares, Dayton's 700 on the Mall

dayton's

Copy in XD7/21

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D7/310 XR

SWEDEN

Till Patentet N:o 199 389

Fig. 1

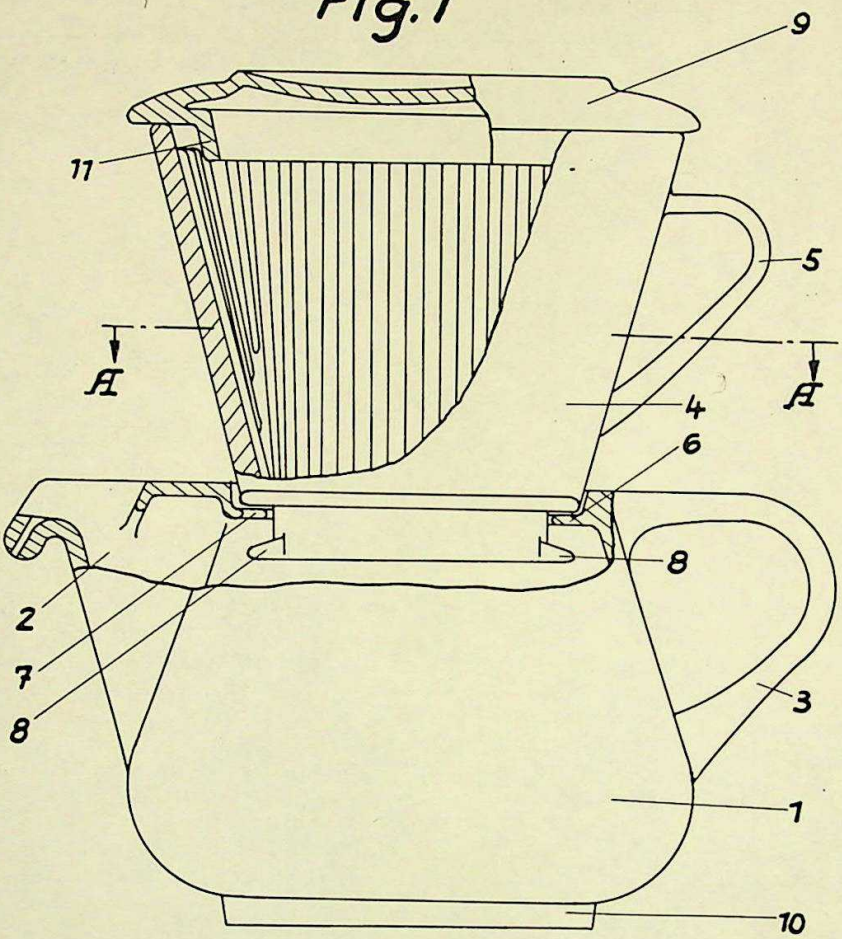
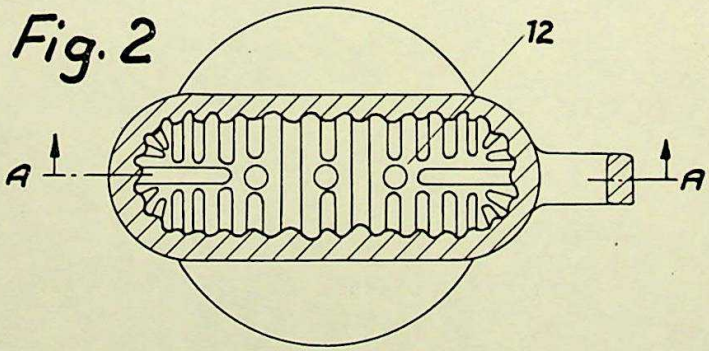


Fig. 2



D7/400 XR
99/306 XR

GENERALSTABENS LITOGR. ANSTALT

PATENT 199 389

PATENTTID FRÅN DEN 11 MARS 1959
BEVILJAT DEN 15 APRIL 1965
PUBLICERAT DEN 2 NOVEMBER 1965

SVERIGE

KLASS
INTERNATIONELL A 47 j
SVENSK 34 I:7/04

PATENT- OCH REGISTRERINGSVERKET

Ans. 2353/1959 inkom den 11/3 1959 utlagd den 1/2 1965

Coffee maker

SWEDEN
DIV. 470
Cl. 99

MELITTA-WERKE BENTZ & SOHN, MINDEN,
FÖRBUNDSREPUBLIKEN TYSKLAND

Kaffekanna med på dess lockpåsättningskant påsatt och med denna löstagbart förbunden skålformig filtreringstratt

Uppfinnare: H Farin

Föreliggande uppfinning avser en filterkanna för framställning av bryggda drycker, särskilt av kaffe, genom filtreringsmetoden, dvs. med hjälp av filterpapper. En nackdel hos de hittills kända filterkannorna är, att man måste vänta tills det varma vattnet har runnit genom filtreringskärlet, innan drycken kan hällas i kopparna. Detta är särskilt störande i restaurangdriften men är även besvärligt i hushållen. Å andra sidan får det varma vattnet ej under alltför lång tid vara i beröring med kaffesubstansen, enär bitterämnena eljest extraheras, ur kaffesubstansen och drycken får en besk smak.

Uppfinningen avser att lösa detta problem genom en anordning som framgår av bifogade patentanspråk.

Vid den undre kanten på ett filtreringskärl är i det longitudinella planet på varje sida anbragt en tapp och i kannans kantfläns, på vilken locket sättes på, är i det genom handtaget och uthällningspipen förlöpande vertikalplanet ovanför denna pip anbragt en urtagning. Vid en sådan konstruktion kan det i kannan nedfiltrerade kaffet redan hällas ut ur kannan och in i kopparna när vattnet fortfarande rinner genom filtret, enär vid lutning av filterkannan i filtreringskärlets longitudinella plan någon risk ej föreligger, att innehållet i filtreringskärlet kan rinna ut ur detta. Genom förbindelsen med kannan påverkas filterprocessen icke, så att det malda kaffet icke extraheras alltför starkt. Ytterligare en fördel är, att något vridlås eller bajonettlås icke förefinnes, så att filtreringskärlets rätta läge alltid upprätthålles, dvs. att filtreringskärlets longitudinella plan alltid sammanfaller med det genom handtaget och uthällningspipen förlöpande planet.

Filterkannor äro redan kända, t. ex. genom den franska patentskriften 1 054 374, vid vilka ett filtreringskärl kan sättas in i halsen på en kanna. Med dessa kända filterkannor är det emellertid ej möjligt att hälla det filtrerade kaffet in i koppen så länge varmt vatten fortfarande förefinnes i filtreringskärlet. — Vidare är ett med en kanna förbundet kärl för the känt, vilket för extrahering av theet kan sänkas ned i den med hett vatten fylda kannan (jfr den engelska patentskriften 10 298/1901). I detta fall är det ej fråga om en filterkanna, men dessutom skulle vid denna extraheringsmetod kaffe eller malet the lätt under alltför lång tid vara i kontakt med det heta vattnet och skulle alltför starkt extraheras. Dessutom är nedsänkandet och uppsättandet av extraheringskärlet besvärligt.

En utföringsform av uppfinningen visas å bifogade ritning. Fig. 1 visar filterkannan från sidan, delvis i sektion, och fig. 2 är en sektion enligt linjen A—A i fig. 1.

Filterkannan består av en kanna 1 med uthällningspipen 2 och handtaget 3 samt av ett filtreringskärl 4, i vilket filterpapper resp. en filterpåse insättes. Filtreringskärlet 4 är enligt uppfinningen löstagbart fäst på kannan 1 på sådant sätt, att det longitudinella planet A—A (fig. 2) förlöper genom det vertikalplan, i vilket kannans uthällningspip och handtag äro belägna. Filtreringskärlet bringas sålunda

att luta i detta plan, när kannans innehåll hälles ut och filtreringskärlet är påsatt på kannan 1. Detta medför fördelen, att någon vätska icke kan rinna ut ur filtreringskärlet. Därigenom uppnås, att kaffet kan hällas in i kopparna redan när hett vatten fortfarande rinner genom filtret.

Filtreringskärlet fästes löstagbart på kannan därigenom, att i kannans fläns 6 för locket på den mot pipen 2 vända sidan är anbragt ett spår eller en urtagning 7, och att vid filtreringskärlets undre kant och nedanför kärlets filterbotten 12 äro anordnade en tapp 8 på varje sida. Filtreringskärlet kan påsättas medelst denna i och för sig kända låsanordning på kannan och erhåller automatiskt sitt rätta läge. Då filterkannan alltid bringas att luta endast i riktning mot uthällningspipen, är denna lätt löstagbara förbindelse fullständigt tillräcklig för den praktiska användningen av kannan, trots att någon säkring för filtreringskärlet vid lutning åt motsatt håll icke förefinnes. En sådan lutning åt detta håll förekommer emellertid som omnämnts icke i praktiken. Filtreringskärlets lock 9 är på känt sätt avsett för påsättning av filtreringskärlet, när detta har borttagits från kannan och denna har tillslutits med kannans lock.

Patentanspråk:

Kaffekanna med på dess lockpåsättningskant påsatt och med denna löstagbart förbunden skålformig filtreringstratt, kännetecknad därav, att i filtreringstrattens (4) longitudinella plan är på varje sida anbragt en tapp (8) och att i kannans (1) fläns (6) för påsättning av locket är i det genom handtaget (3) och uthällningspipen (2) förlöpande vertikalplanet ovanför uthällningspipen anbragt en dylik tapps passage tillåtande urtagning (7).

Anförda publikationer:

Patentskrifter från

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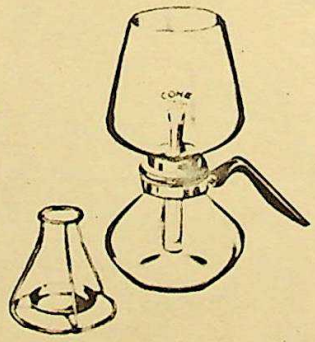

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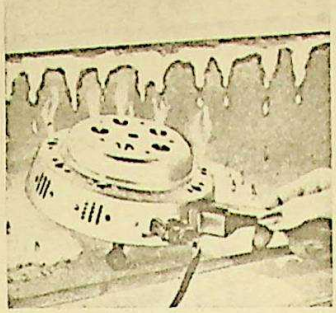

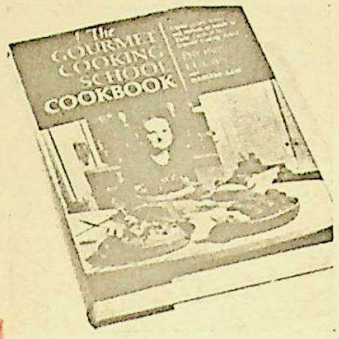

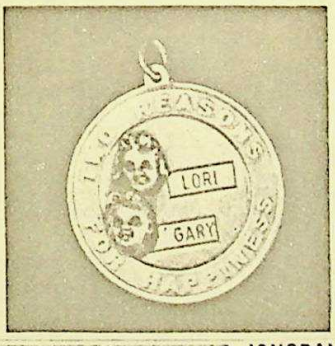

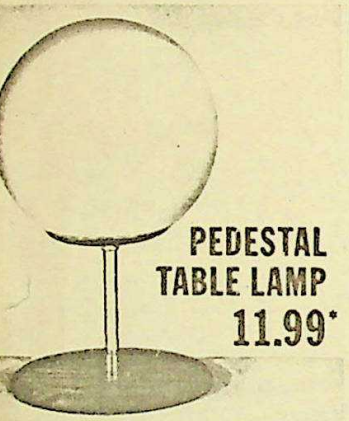

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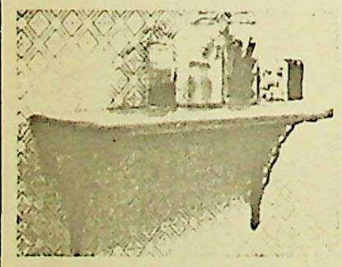

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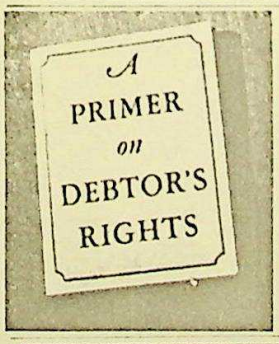

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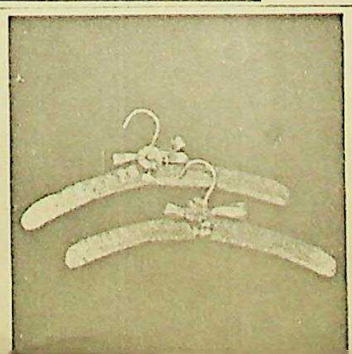

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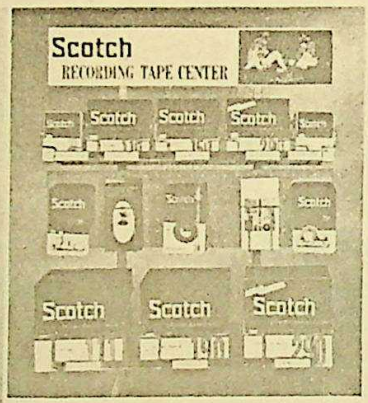

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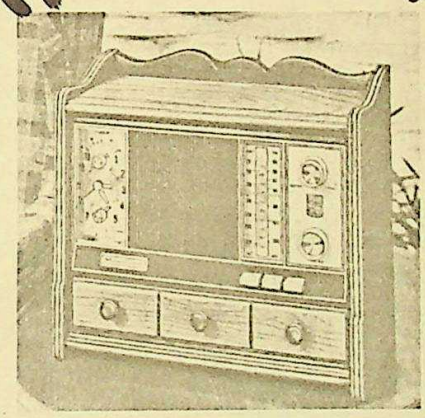
Corning drip coffeemaker

A four-cup drip coffeemaker is added to the Corning Ware line. Similar to the eight-cup drip maker introduced recently, it features a heat-proof Corning Ware six-cup teapot as a lower bowl, and a clear, heat-resistant glass upper bowl, both with measure marks. A stainless steel lid fits either part. Employs a special valve flow control that allows heating brewing water in actual serving container. Upper and lower assemblies available separately. $9.95 complete or $3.95 for upper only. *Corning Glass Works, Corning, N.Y.*



Magnavox American Colonial FM49

Magnavox clock radios

Magnavox has introduced two new clock radios in Colonial and contemporary furniture styles.

Designed in the shape of a spice cabinet, the maple American Colonial (FM49) may be hung on the wall or placed on a table. Features of this deluxe FM-AM clock radio include seven tubes plus rectifier; FM afc; avc; tone control; pushbutton band selection; 6-inch oval speaker; slide rule dial; slumber switch; awake to music control and awake to alarm control.

Streamlined styling of the walnut encased Carousel (C-7) makes it suitable for any modern room setting. This AM clock radio has six tubes; 4-inch speaker and planetary tuning and is also equipped with automatic volume control; awake to music control; awake to alarm control and slumber switch.

Prices, American Colonial, $79.95; Carousel, $39.95. *The Magnavox Co., Ft. Wayne 4, Ind.*

Oct. 12, 1964
p. 32

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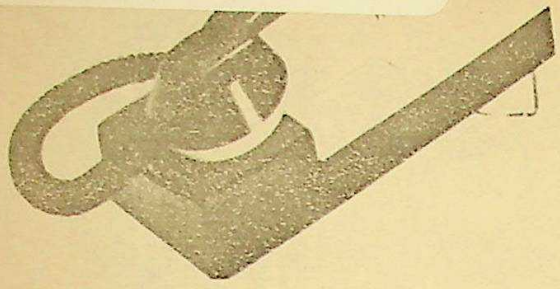

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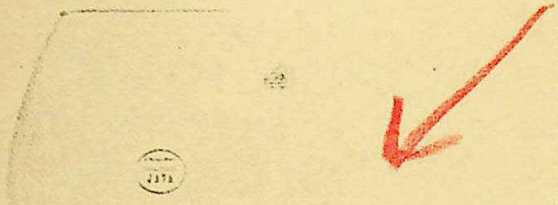

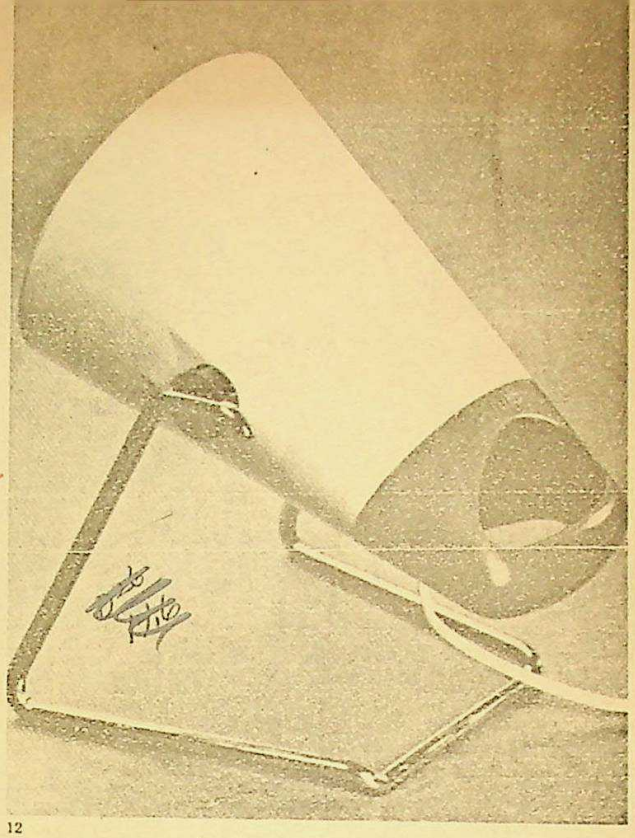

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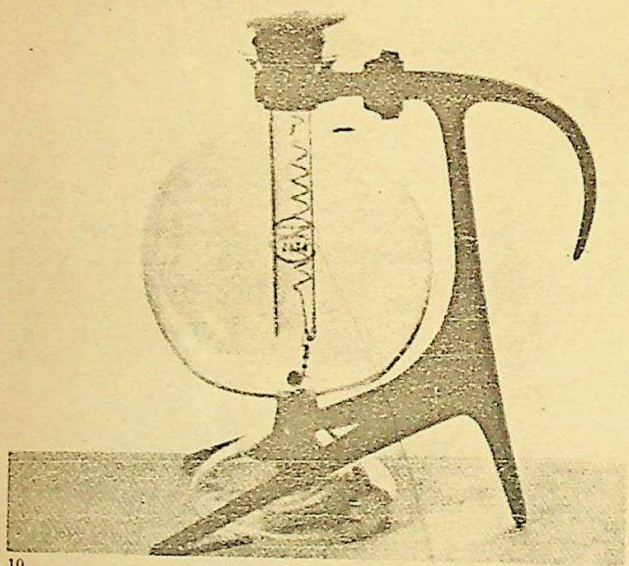

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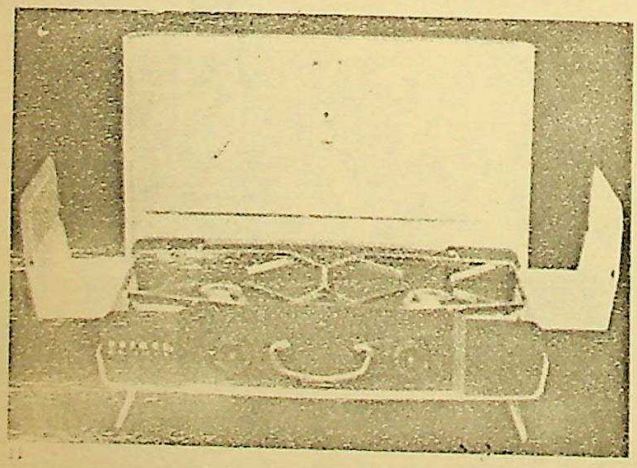

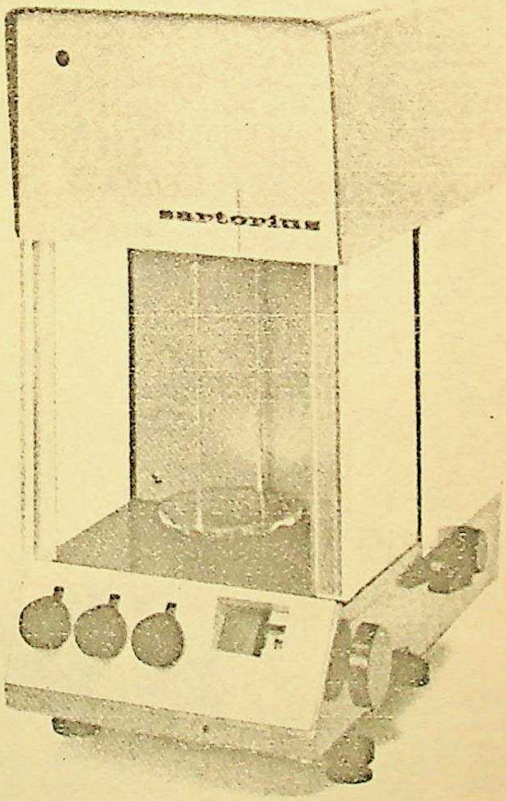

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9. Telephone stand by Societe Neophone
Designer: Societe Technes, Paris, France
10. Coffee maker by Bodum Coffee Makers A/S.
Designer: Kas Claesson, Copenhagen, Denmark
11. Camping stove by AB Bahco
Designer: Bernadette & Bjorn, Stockholm, Sweden

12. Infrared lamp by NV Philips Gloelampenfabrieken
Designer: Philips staff, Eindhoven, Netherlands
13. Scale by Sartorius-Werke AG.
Designer: Section d'Etudes de Sartorius-Werke AG, Gottingen, West Germany

Industrial Design
October 1963

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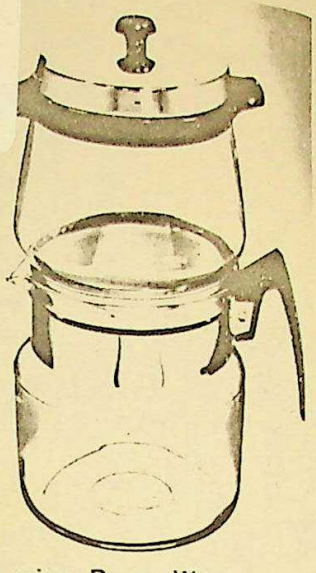
Broil Queen broiler

Broil Queen broiler No. 605 features range-type automatic infinite control in a gold and black front control panel which is easy to see and operate. Steel-constructed unit has Evenglo heating element; detachable tray handle; chrome finish. Operates on 900w 115v ac only; measures 8x16x9-inches. **Price,** $17.-95. *Broil Queen Corp., 1234 60th St., Brooklyn 19.*



Corning Pyrex Ware

A six-cup drip coffeemaker, three standard matching Pyrex carafes, a Pyrex carafe with candle warmer base, and four- and nine-cup percolators have been added to the Pyrex Ware line by Corning.

The first drip coffeemaker to be added to the line (illustrated) is composed of two clear, heat-resistant, non-porous glass bowls (a brewing unit and a server); the brewing unit is tall, with a round perforated metal bottom and metal brewing basket. It has two plastic handles on top rim for easy removal from lower portion. The snap-in top is stainless steel with pouring groove. The lower unit is the bowl of the Pyrex deluxe six-cup percolator introduced in May 1963, with stainless steel band and black plastic handle. $6.95.

The beverage trio of matching carafes are grouped into a gift package made of clear, heat-resistant glass with 14k gold decoration. Tops are of black plastic that snap into place for pouring; handles are matching, designed for graceful pouring; each carafe has cup capacity markings. The trio, $6.95.

A four-cup beverage maker-server carafe with candle warmer base is decorated with 14k gold diamond-shaped figures; has a formed pouring lip black plastic top; candle warmer is round in matching gold color, and stands on four rounded legs. $2.95.

Four and nine-cup deluxe percolators are similar in shape and design to the six-cup percolator introduced last April. All are designed for the gift market. $4.50 and $5.95. *Corning Glass Works, Corning, N.Y.*

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...the proof's in your records!

Isn't it a fact that your service costs can make or break phonograph-selling profits? And isn't it true that phonographs with BSR changers *require least servicing?* Search your memory, or better still, look into your service files . . . because, without exception, phonograph manufacturers have told us, "We have no complaint problems with BSR." By building-in BSR changers, these retail-minded manufacturers help you hold onto profits, hold down service costs and uphold your customers' satisfaction!

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BSR's dependably jam-proof operation is the best profit insurance a changer can offer. Let your customers stop the turntable or the changer arm in motion . . . BSR never jams or stalls! This "550,000 play changer" backed

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HOUSEWARES REVIEW
JAN. 1963
p. 24

Bing Crosby "Filter-Drip" COFFEE MAKER

"You'll sing its praises with every cup you drink"

From Bing to coffee lovers everywhere — a wonderful new way to brew and serve truly good coffee.

"The Crosby's" unique *Filter-Drip Principle* assures fresh, pure flavor every time. Real economy, too, makes just the amount you want — from one cup to six.

Choose either the handy 2-cup or family size 6-cup. You'll find you want both! Attractive contemporary design fits any setting, any room. Made of heat-resistant Corning glass decorated with 22K gold, it's a Triple-Treasure — brews coffee, brews tea, and is a handsome server for juices, milk, all liquids.

The Filter-Drip Principle combines the drip-brewing method with a natural-fiber filter to assure the finest coffee you ever tasted. Now at leading stores. Only $4.95 (2-cup) $8.95 (6-cup).

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CROSBY FILTER-DRIP COFFEE MAKERS

Housewares Review
Jan. 1963

XD 14
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RESTAURANT EQUIPMENT DEALER

3-1960

p. 55

Bedside Pitcher is constructed with a stainless steel inner and outer wall, without crevices. May be sterilized in a dishwasher with a strong detergent.

Legion Utensils Co., Inc., Dept. RED-30, 21-07 40th Ave., Long Island City 1, N. Y.

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'Where Were You April 23, 1935?'

(Continued from Page 18)

memory at all for any color.

The psychologists do not have much regard for "improve-your-memory" devices. Most of these are systems for memorizing associations. For instance, on meeting a fat man, one is supposed to say to one's self something like, "Kelly—belly." But associations are tricky. On meeting the man again, one might even say, "Hello, Mr. Stomach." What has happened is that an artificial meaning has been substituted for the real one, and when the artificial meaning fails, nothing is left.

DEBUNKED

The old saw about "a memory like an elephant's" does not stand up under scientific tests. Experiments have shown that elephants are pretty good learners; they find out quickly enough, for example, whether to push a black board or a white one in order to get an apple. Therefore elephants seem to have memories. But there is no evidence that their memories are exceptionally good.

There is evidence that wild animals are better learners than domesticated or laboratory-bred animals. "For survival," a psychologist explains, "they have to be."

Thus the psychologists say that the best way to improve memory is to cultivate the grasp of true meaning. One experiment demonstrating this had to do with remembering this string of figures: 581215-192226. One group learned the figures in groups of three: 581, 215 and so on. Another group learned it as the total of Federal expenditures in one year: $5,812,151,922.26. A third group learned it as a series beginning with 5 and proceeding with the addition of 3 and 4 alternately, thus: 5, 8, 12, 15, etc. In tests afterward the first group's rote method proved worst; the second group's more meaningful method was better, and the completely meaningful third method proved best.

3—*Is Memory Reliable?*

NOT very, according to all the evidence. Not only do we remember only a small part of what we experience; much of what we think we remember may be false.

"He lies like an eyewitness" is an old German saying, and a German-born psychologist, Dr. Hugo Muensterberg, did much to prove its validity. Writing a generation ago, he told of the following incident—one which was so striking and was repeated so often by other psychologists that it became something of a professional cliché:

At Goettingen there was a meeting of psychologists and other scientists trained in observation. Suddenly the door was flung open. A man in clown costume rushed in, followed by a Negro wearing a black jacket, red tie and white trousers. The men uttered wild cries and scuffled on the floor. A shot rang out, and the men rushed from the room.

THE incident had been secretly planned, rehearsed and photographed. The chairman of the meeting asked the scientists to write complete reports on what they had seen, to be used in the police investigation which he said was sure to follow. Forty of the scientists wrote reports. None gave a complete account of the incident. Only six did not misstate some fact. Twelve missed 40 to 50 per cent of what had happened. Only four stated that the Negro had no hat; others reported that he wore a derby, high hat, and so on. His suit was described as red, brown, striped, coffee-colored.

Dr. Muensterberg often demonstrated the fallibility of eyewitnesses to his students by using them as the subjects of experiments. Once he held aloft for five seconds a white card pasted with fifty black squares. Afterward the students' estimates of the number of squares ranged from twenty-five to 200. He sounded two clicks ten seconds apart. Estimates of the interval ranged from one-half to sixty seconds; most put it at forty-five seconds. He asked how large an object, held at arm's length, would be required to blot out one's vision of the full moon. The answers included a cantaloupe, dessert plate, a quarter, half dollar, clock, carriage wheel, pie and—the correct answer—a pea.

ALL this demonstrates that poor observation frequently falsifies memory. Memory may be falsified further by suggestion and imagination. When a person has been shown a picture of a room and then been asked, "Are there two chairs or three?" the tendency is to say either two or three, although there may have been only one. When one hears a screech of tires and a crash, then turns to see the wrecked cars, there is a temptation to reconstruct the events leading to the accident—and to swear afterward that that was the way it happened.

Most of us are familiar with other quirks of memory. There is what the French call *déjà vu*—literally, already seen. It is the feeling that one is reliving an experience precisely as it was experienced before—at some time that cannot be pinned down. Psychologists have no sure explanation for this phenomenon.

Another familiar occurrence is that of suddenly encountering a friend or close relative and being unable to recall his or her name. (This writer had such a lapse with, alas, his

(Continued on Page 27)

Cecil B. DeMille's "SAMSON AND DELILAH"

starring

Hedy Lamarr · Victor Mature · George Sanders · Angela Lansbury

Henry Wilcoxon · Color by TECHNICOLOR · Produced and Directed by Cecil B. DeMille

Screenplay by Jesse L. Lasky, Jr. · Fredric M. Frank · From original treatments by Harold Lamb and Vladimir Jabotinsky · Based upon the history of Samson and Delilah in the Holy Bible, Judges 13-16 · A Paramount Picture

Two-Theatre World Premiere Engagement starts Wednesday, December 21st at the N. Y. Paramount, Times Square and Rivoli Theatres, B'way and 49th St.

D7/310
07/310

FRANCE
1,142,137

N° 1.142.137

Société dite :
Melitta-Werke Bentz & Sohn

2 planches. — Pl. I

Fig. 1

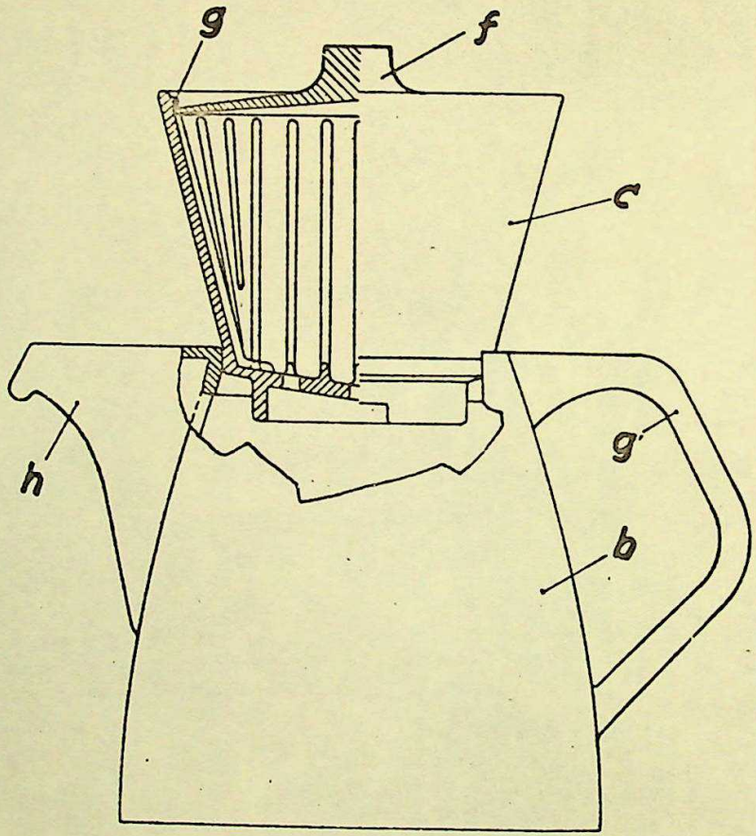


Fig. 2

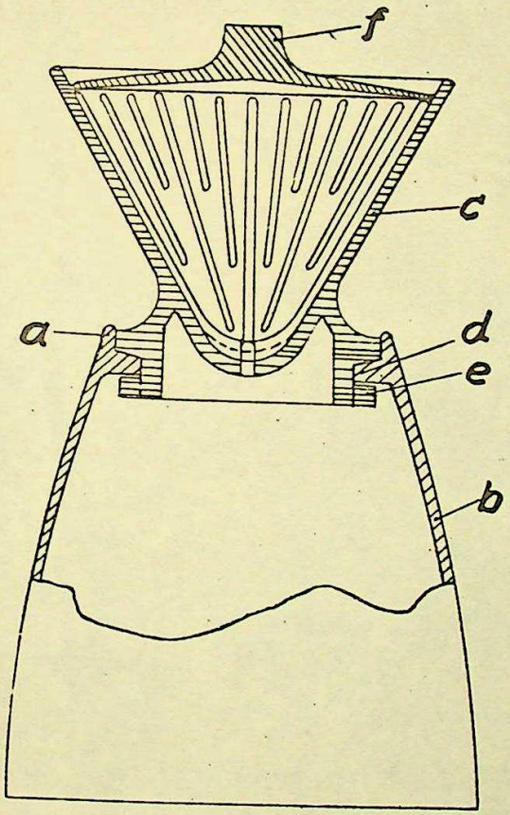


Fig. 3

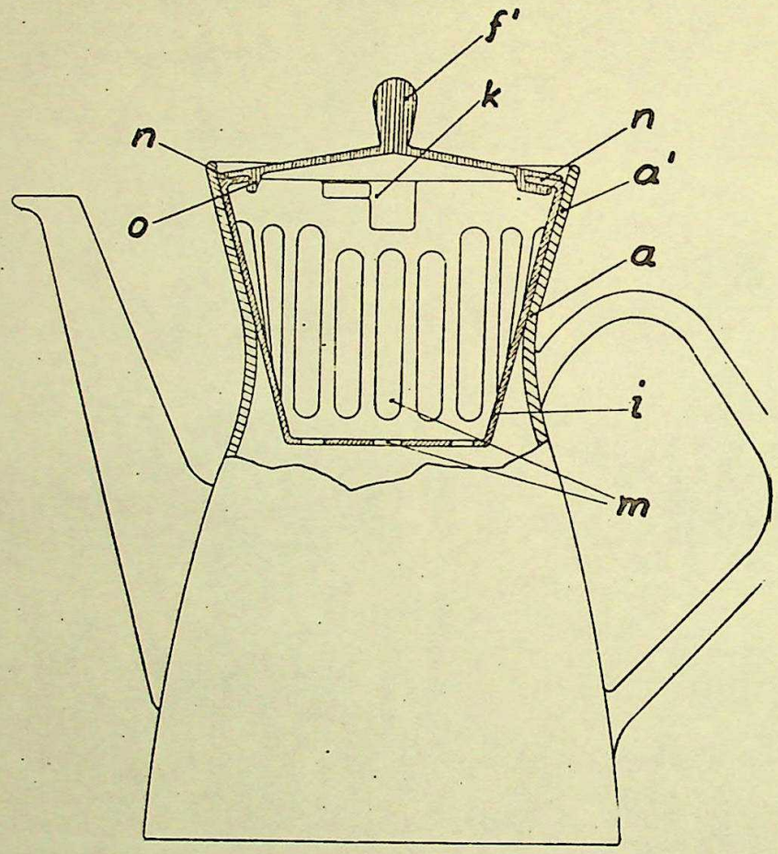
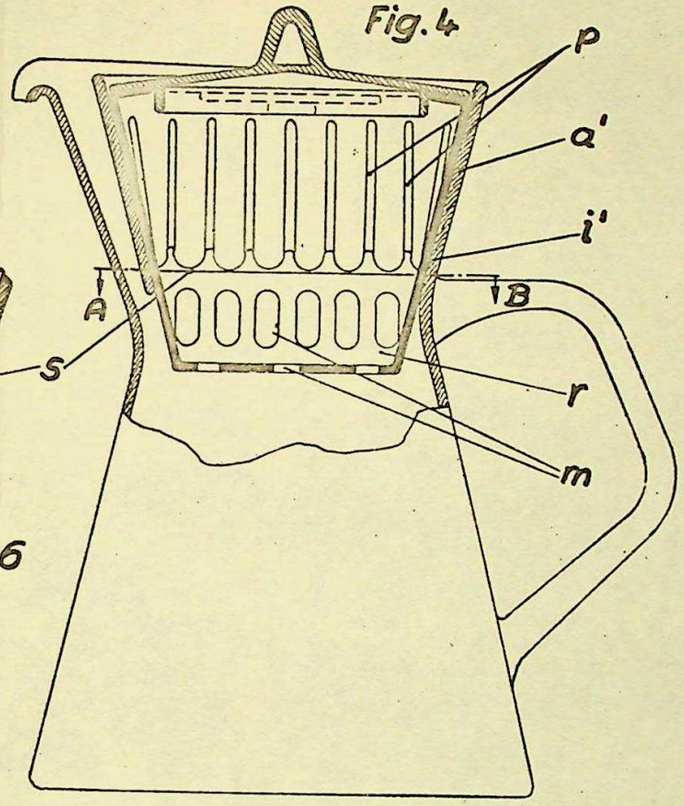


Fig. 4



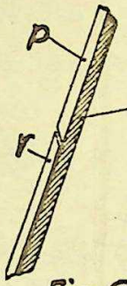
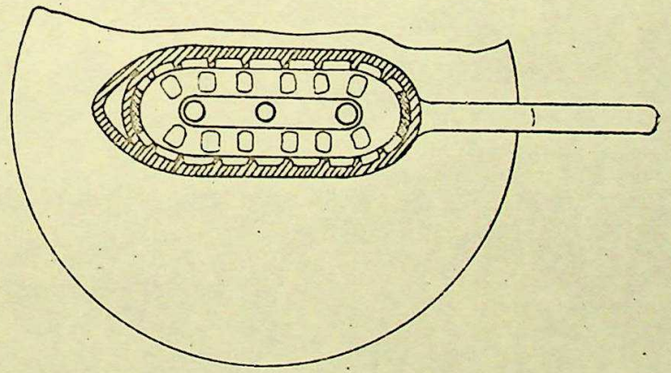


Fig. 6

Fig. 5



RÉPUBLIQUE FRANÇAISE

MINISTÈRE
DE L'INDUSTRIE ET DU COMMERCE

SERVICE
de la PROPRIÉTÉ INDUSTRIELLE

BREVET D'INVENTION

Gr. 9. — Cl. 3. N° 1.142.137

Classification internationale : A 47 j

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U. S. PATENT OFFICE

Pot à filtre.

Société dite : MELITTA-WERKE BENTZ & SOHN résidant en Allemagne.

Demandé le 21 février 1956, à 15h 10m, à Lyon.

Délivré le 25 mars 1957. — Publié le 13 septembre 1957.

(Demande de brevet déposée en Allemagne le 22 février 1955, au nom de la demanderesse.)

L'invention concerne la combinaison d'un pot pour infusions, telles que café et thé, avec un filtre de telle façon que le filtre reste sur le pot même pendant le déversement. On a déjà proposé une telle combinaison dans laquelle l'entonnoir filtrant constitue un prolongement évasé du col du récipient destiné à recevoir le filtrat, tout en formant le bec verseur. Ce genre de pot à filtre combiné présente cependant des inconvénients importants qui rendent très difficile son introduction pour la préparation d'infusions aussi bien dans l'industrie chimique que notamment dans les ménages. Ces inconvénients proviennent du fait que cet entonnoir filtrant a la forme d'un filtre pointu, de sorte qu'il présente également tous les inconvénients du filtre pointu tels qu'une mauvaise répartition des matières à extraire, une faible vitesse de filtration, etc. Pour assurer une durée de filtration admissible, les parois latérales doivent former un angle inférieur à 60°. A cause du volume nécessaire, le pot à filtre avec filtre pointu superposé est alors très haut et étroit. Si, par contre, on fait descendre le filtre pointu à l'intérieur du pot, il y a le risque d'une dissolution et d'une extraction des substances indigestes, notamment des substances amères.

Il est, en outre, connu de combiner un pot à filtre avec un filtre circulaire monté dans des fentes du col et fixé à l'aide du couvercle. Etant donné que le papier filtrant ne recouvre que le fond, la surface de filtration est comparativement petite. De plus, l'enlèvement du marc de café et le nettoyage du pot et du filtre sont très malaisés.

Les inconvénients précités sont supprimés par l'invention; celle-ci réside dans le fait qu'un filtre dit filtre en forme de tasse est combiné avec une cafetière ou une théière, de telle façon que le filtre reste sur le pot même pendant le déversement. Cette combinaison permet d'obtenir les avantages du filtre en forme de tasse pour les pots à filtre; ces avantages consistent en une bonne répartition des matières à extraire, une filtration particulièrement rapide, étant donné que le fond et les parois latérales ont une fonction filtrante, et en une bonne position du centre de gravité et notamment en la facilité du nettoyage, étant donné que tous les résidus peuvent être enlevés avec le sac filtrant, en une seule opération. Le café n'entre en contact avec l'eau chaude que pendant la durée de filtration optimum déterminée par des essais, car la quantité d'eau est dosée au préalable et le niveau de filtrage ne s'étend que jusqu'au bord inférieur du filtre. En outre, l'aspect des cafetières et théières habituelles est conservé dans ce nouveau pot à filtre, puisqu'un aspect du récipient destiné à recevoir le filtrat rappelant un objet de laboratoire chimique ne serait jamais bien accueilli dans les ménages.

Le dessin annexé montre des modes de réalisation de l'invention.

Dans ces dessins :

Figure 1 représente ce pot à filtre, en partie en élévation et en partie en coupe;

Figure 2 en est une vue en coupe longitudinale;

Figure 3 montre une variante en coupe;

Figures 4 à 6 montrent d'autres formes d'exécution en des vues différentes.

Suivant l'invention, une cafetière ou une théière d'un aspect normal est reliée à un filtre en forme de tasse de telle façon que le filtre reste sur le pot même pendant le déversement. Ce résultat peut être obtenu d'une façon simple en munissant le col *a* du pot *b* de moyens permettant la fixation de l'entonnoir *c* ayant la forme d'une tasse. Par le terme « filtre en forme de tasse », il faut entendre ici un filtre dans lequel aussi bien le fond que la paroi latérale ont une fonction filtrante, de sorte que la filtration s'effectue très rapidement dans de tels filtres, d'autant plus que les matières à extraire trouvent une bonne répartition sur le fond étendu.

Dans le mode de réalisation suivant figure 1 et 2, le col *a* du pot *b* est muni d'un rebord ou d'un talon *d* sous lequel s'engage le filtre *c* par un talon *e*, le rebord *d* présentant des évidements dans une position déterminée, de sorte que le filtre peut être enlevé dans cette position, comme connu en

Prix du fascicule : 100 francs.

soi. Par conséquent, dans ce mode de réalisation, le récipient filtrant est relié au pot d'une façon amovible par une fermeture connue en soi. Toutefois, il peut rester sur le pot lors du déversement. A cet effet, le filtre est surmonté d'un couvercle *f* s'engageant par son bord sous un rebord *g*, de sorte que le couvercle ne peut pas tomber lors du déversement de la boisson.

Le pot lui-même présente l'aspect normal d'une cafetière ou d'une théière et est muni d'une poignée *g'* et d'un bec verseur *h*.

Dans le mode de réalisation suivant figure 3, le col *a* du pot est prolongé vers le haut, tout en s'évasant de façon à former une partie *a'*. Dans cette partie en forme d'entonnoir *a'* est introduit un élément filtrant amovible *i* qui est, de préférence, en matière synthétique et est relié à la partie *a'* par une sorte de fermeture à baïonnette *k*. Ledit élément filtrant amovible comporte des fentes *m* sur sa paroi latérale, ainsi que sur son fond, à travers lesquelles le filtrat peut s'écouler dans le pot, de sorte qu'ici également la paroi latérale ainsi que le fond ont des fonctions filtrantes.

L'élément filtrant amovible peut également être fermé par un couvercle *f'*. Ledit couvercle emboîte sur un côté le bord rabattu *n* de l'élément filtrant amovible, à la manière d'une fourche, et s'engage de l'autre côté sous le bord *n* par un talon *o*. Ce bord *n* a également un évidement à un endroit déterminé, de sorte que le couvercle peut être posé et enlevé d'une façon connue en soi.

Les figures 4 à 6 représentent une variante de la forme de réalisation suivant figure 3. Dans cette variante, des nervures *p* servant de nervures latérales du récipient filtrant sont prévues sur la partie prolongée et élargie *a'*. L'entonnoir filtrant *i'* s'engage par sa paroi latérale *r* sous la ligne de séparation *s* des saillies en forme de nervures de la partie *a'* et affleure ici le col. La paroi latérale *r* ainsi que le fond *s* sont également munis de fentes *m* à travers lesquelles le filtrat peut s'écouler. Ce mode de réalisation présente, par rapport au mode de réalisation suivant figure 3, l'avantage que la totalité de la paroi latérale sert à la filtration tandis que dans le mode de réalisation suivant figure 3 le filtrat ne peut s'écouler qu'à travers les fentes dégagées.

RÉSUMÉ

1° Pot à filtre, caractérisé en ce qu'un filtre en forme de tasse est fixé sur ou dans le col d'une cafetière ou d'une théière à l'aide de moyens de fixation connus en soi.

2° Forme d'exécution du pot à filtre spécifié en 1°, caractérisé par les points suivants pris ensemble ou séparément :

a. L'entonnoir filtrant est fixé à l'aide d'une fermeture rotative sur le col agencé normalement d'une cafetière ou d'une théière;

b. Un filtre amovible, de préférence, en une matière synthétique, est fixé sur le col prolongé et s'évasant vers le haut d'un pot, la paroi latérale et le fond dudit filtre étant munis de fentes;

c. Le col prolongé et évasé vers le haut d'un pot est muni de nervures verticales, un filtre amovible comportant des fentes dans la paroi latérale et dans le fond s'engageant par une paroi latérale sous un épaulement dans ledit col de façon à affleurer celui-ci;

d. Un couvercle est engagé dans le filtre, ledit couvercle s'engageant par son bord sous un rebord dudit filtre;

e. Le couvercle emboîte sur un côté un rebord, à la manière d'une fourche, tandis qu'il s'engage sur l'autre côté sous le rebord dudit filtre par un talon, le rebord possédant un évidement.

Société dite :
MELITTA-WERKE BENTZ & SOHN.
Par procuration :
GERMAIN & MAUREAU.

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TITLE

VOL.	NO.	DATE	PAGES

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FORM PO-250
(7-11-63)
USCOMM-DC 40072-P63

REPRODUCTION ORDER AND CHARGE

U.S. DEPARTMENT OF COMMERCE
PATENT OFFICE

ESQUIRE 8-1954 P. 116

~~E41-26.A~~
D7/~~63~~ 310

TALKING SHOP

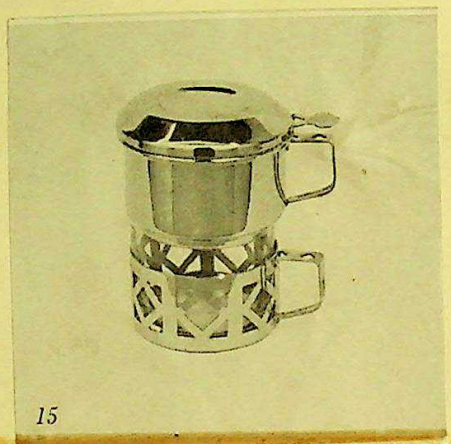
DRIP COFFEE is brewed easily and quickly the Kroll way. Just place coffee maker on any container, insert filter (folded cone shape); pour boiling water slowly over grounds. Results: cups of brisk, clear, delicious "java". No waiting, fuss or bother. $6.15 with 100 filters. Postpaid. P. J. Kroll, 430 Dauphine Street, New Orleans, La.

Esquire Aug. 54
p. 116

RETURN TO DESIGN DIVISION

D7/310
~~D7/63~~

VOGUE 12-1953 P.139



Henri Bendel. **15.** For a man who breakfasts alone: two-cup copper and glass coffeemaker, $4.50; Saks Fifth. **16.** For

HARPERS BAZAAR 9-1951 P. 169

D7/~~63~~ 310

For French drip coffee, this earthenware pot; remove the top, and you have a teapot with a copper lid. $8.50. Hurst-Kingsbury, 41 East 8th.

44-26
~~D44-26.R~~ 92
D7/~~63~~ 310

PATENT OFFICE
MAY 17 1951
DESIGN DIVISION

. . . and there's TURNOVER in that story!

Millions of magazine readers and television viewers know about the coffee pots that went to college. In millions of homes the coffee from Wear-Ever pots has brought "ohs" and "ahs"—greater coffee pleasure. Women have told one another about these superb pots.

Result? Fast turnover and profit when you sell the Wear-Ever line.

ITEM	NO.	SIZE	SHIPPING UNIT	WEIGHT
Percolators	3004	4 cups	6	8 lbs.
	3006	6 cups	6	9 lbs.
	3008	8 cups	6	10 lbs.
	3012	12 cups	4	9 lbs.
Drip Coffee Pots	3044	4 cups	4	6 lbs.
	3048	8 cups	4	8 lbs.

WEAR·EVER *Aluminum*

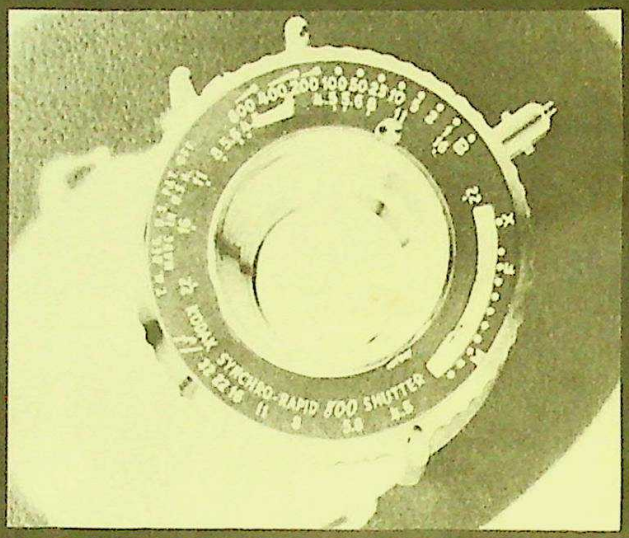
THE ALUMINUM COOKING UTENSIL CO., INC. · NEW KENSINGTON, PA. · OAKLAND, CALIF.

44/26
VOL. NO. DATE May 1951 PAGES 52, 24, 7, 1

D7/310
~~D7/63~~
Room No. 789 Ext. Div. Respectfully, Product Design Div.

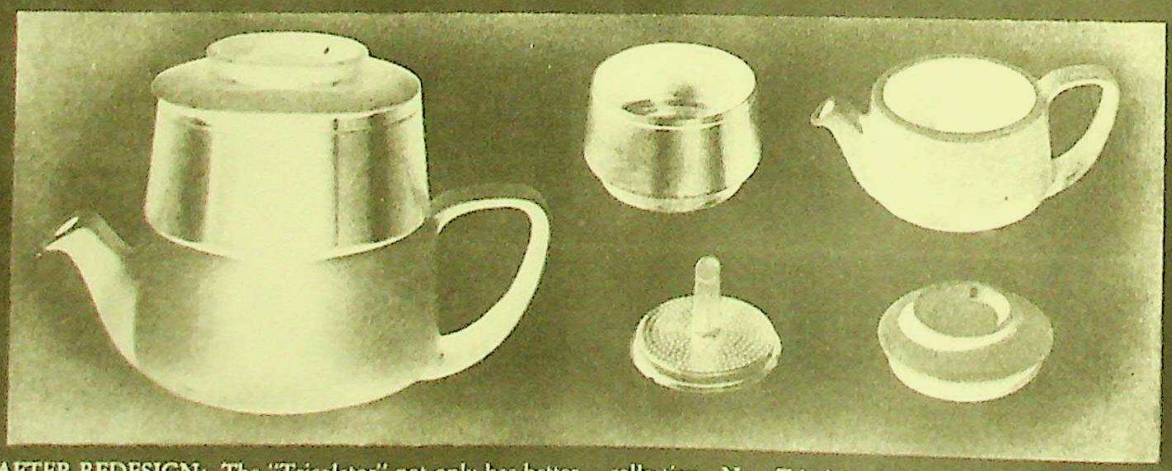
Redesigned Camera Shutter Has Double

Photographic shutters have traditionally been divided into three main groups: The "flip-flop", or box camera type; the "Between-the-lens" type, which is the most popular; and the "focal plane" shutter, which is a slotted curtain or variable slit type shutter. The focal plane shutter is by far the fastest of the three types, but is not widely used. It has been the dream of shutter designers for years to make a between-the-lens shutter with a better range of shutter speeds—while still retaining the many characteristics that make this shutter ideal for most cameras. The new Kodak Synchro-Rapid 800 shutter, which is now featured on a new model of the Kodak Tourist Camera, is the realization of this aim. It has a top speed of 1/800 sec., and is built on an entirely different design principle. For its size, it is twice as fast as the fastest between-the-lens shutter previously made. Its top speed is within 20 percent of the top speed of most focal plane shutters. In addition to the new shutter design, the Kodak Synchro-Rapid 800 Shutter also features a front and back lens element mounted in a machined tubular section joined to insure accurate lens alignment. At the present time this new shutter design is available in only one size. Other sizes will follow.



REDESIGNED KODAK Synchro-Rapid 800 shutter looks much the same as before, but has twice the usual shutter speed. In addition to the new speed the unit also has these new features: A uniform trigger stroke, with or without the flash attachment, which is advantageous when limited-power solenoid tripping devices are used; a continuous time delay adjustment aids operation with a flash lamp at any shutter speed; the shutter flash contacts will stand a load of 15 amps at 25 v—this is important in modern practice when multiple flash bulbs are used.

New Model Coffee-Maker Has



AFTER REDESIGN: The "Tricolator" not only has better appearance, but costs less to manufacture and sell. Cushing & Nevell, an industrial design firm in New York, redesigned the coffee-maker for the Tricolator Corp., also of New York City. The new utensil now stands in New York's Museum of Modern Art as a part of a permanent industrial collection. New Tricolator has only five major parts, requires only one self-tapping screw, and only one assembly operation. This is in contrast to the old design, which has twelve major parts, eight rivets, and required ten assembly operations. The top section is spun from aluminum both to give a better appearance and as a manufacturing economy.

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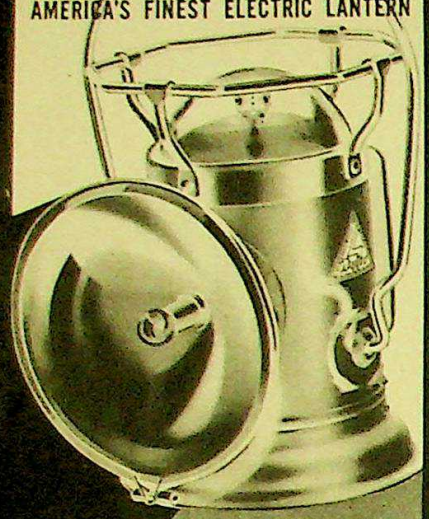
D7/310

POWERlite

AMERICA'S FINEST ELECTRIC LANTERN

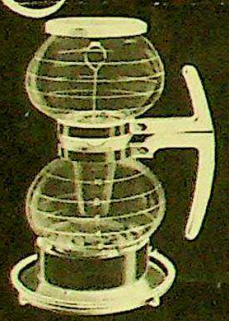


EVERYBODY wants and can use a Powerlite. Modern 2-lite electric lantern. Uses regular 6-volt battery. Throws 800 ft. spot light. Advertised in 33 national magazines. A premium with wide appeal. Write for prices and premium information on this and other Delta lanterns — also bicycle lamps and horns.

DELTA

ELECTRIC CO., 900 W. 33rd St., Marion, Indiana

Every house needs Westinghouse



YOUR CUSTOMERS ARE NO EXCEPTION

Every family wants uniformly good, clear, full-flavored coffee. Your customers are no exception. They'll *go* for this new Westinghouse Coffee Maker — because that's just the kind of coffee it makes, every time. Let us help you fit it into your premium plans.

Write
Westinghouse Appliance Dept., Mansfield, Ohio

ONE OF THE COMPLETE LINE OF
Westinghouse
HOME-PROVED APPLIANCES

taken to the prospective customer might fall down if the directions for use were not readily understood or if there was any doubt that it would be as satisfactory as hoped.

Question No. 6 was:

In the event a premium is returned for exchange for not having given satisfactory service, is the customer always right or should the exchange be refused if the item indicates abuse?

Mr. Dunnington was emphatically of the opinion that the customer is always right; that if she wants a new premium, it should be sent by next mail, even include her postage as well.

Question No. 7 was:

Can a premium offer reach its maximum effectiveness without the use of promotional advertising? In other words, can a premium act as a substitute for advertising?

Mr. Hosch voiced the experience of premium users generally by saying that premiums have to be sold the same as the product, and in the same way, even in spite of occasional exceptions. He deemed it unwise to expect the premium to carry the whole burden, even where it is a great bargain. He felt that one exception might be in the case of 1-cent sales or over-the-counter giveaways and possibly another where the premium and the product were banded together.

Question No. 8 was:

Do you believe the retail value of the premium should be stated in the advertising?

Mr. Dunnington, in his answer, said that he believed all premium advertising should have a bargain appeal, and if there is a bona fide retail value it should be emphasized in the advertising, and in case of any question as to it, it should be left out altogether. He gave first place in any reference to value to what the housewife thought it was, reinforced by facts as to the range of prices of the same or comparable merchandise in local stores.

Question No. 9 was:

What should a seller of premiums do in preparing a solicitation to an advertising agency or to a prospective client?

Mr. Hosch said the seller should know something of the problems and the nature of the product; he should set forth the chief merits of the premium, preferably in writing; he should advise as to whether his article is protected by copyright, patent or trade-mark or stands without such support in a competitive field; he should know prices in small and large quantities and production facilities, also weight, cost of suitable mailing container, cost of postage and handling if done by the manufacturer; retail prices, if on sale in stores, and the measure of success in that field. He deplored the number of salesmen calling without such information.

(The second and concluding part of this article will be presented in December.)

LET'S LOOK AT FACTS

(Continued from page 15)

The effort to get the dealers to admit that they found themselves overstocked with such offers after they had been discontinued failed, and to the question as to whether the manufacturer followed up his offers too closely, two-thirds of the druggists said yes and approximately the same proportion of the grocers said no.

The answers to the question as to whether the sales of the product drop markedly after the offer has been discontinued were not what were expected, for 66 per cent of the druggists and 53 per cent of the grocers said they did not.

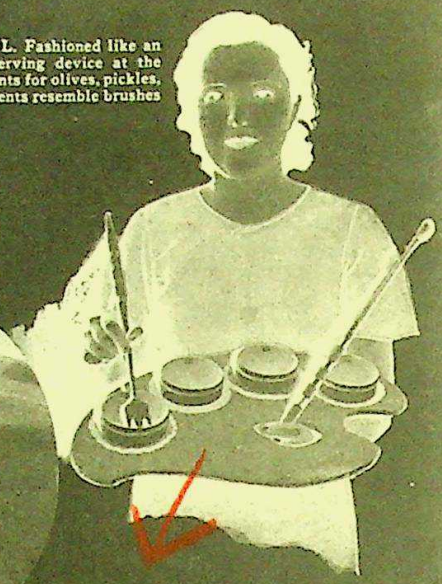
So far as the dealers were concerned there was a strong preference for premiums related to the

Nov. 1949

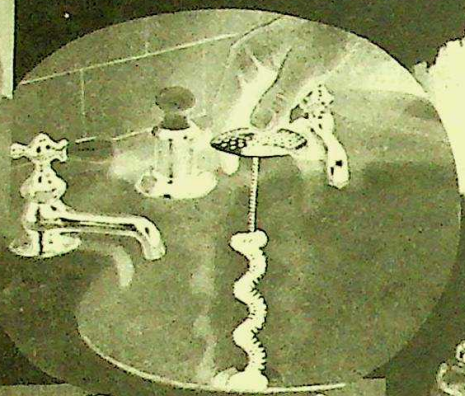
XR 66128
R SCIENCE MONTHLY OCT. 1936
92
D7/~~63~~ 310

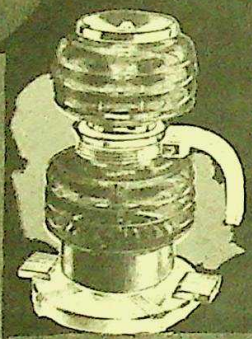
ROCKING PITCHER FRAME. Pouring drinks from a large, heavy pitcher is made easy by this chromium frame. The pitcher rests on a bracket at the bottom, and is tipped by pushing the frame over on the gracefully curved runners

"PALETTE" SALAD BOWL. Fashioned like an artist's palette, the novel serving device at the right has separate compartments for olives, pickles, and other appetizers. Implements resemble brushes

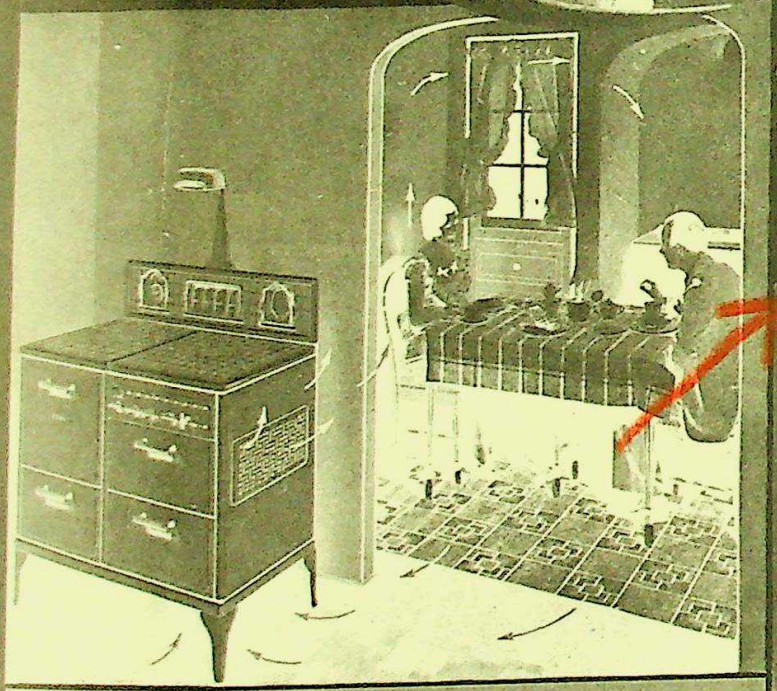


WASH-BASIN STRAINER. The spiral brush on the attachment below remains in the drain-pipe of the basin, where it catches loose hair, dirt, caps of tooth-paste tubes, and other objects that would clog the drain. It is easily pulled out of the pipe for occasional cleaning

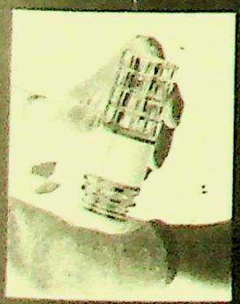




COFFEE MAKER Visual measurement indications on this transparent electric coffee maker do away with the annoyance of measuring the water separately. The lower bowl has a wide mouth for easy cleaning, and is provided with a pouring lip. A cover is supplied for each of the two bowls



GAS RANGE HAS BUILT-IN HEATER. Cozy warmth for cool mornings is provided by a circulating air heater built into a new gas range. At the turn of a valve, a current of warm air comes out of a grille in the side of the stove, to circulate through the kitchen and breakfast room



SPOT REMOVER A new chemical preparation for removing spots from clothing, upholstery, draperies, and other articles is put up in a patented container with which the liquid can be applied directly to the fabric. Removing the cap exposes a self-feeding mohair brush that passes just the right amount of fluid to clean properly

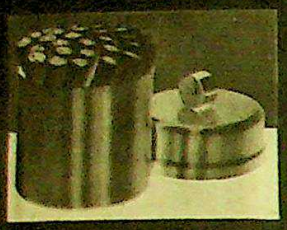
CONCEALED SCALES. When not in use, these bathroom scales fold back into a recess in the wall. A convenient handle forms a support for the hinged platform, which is flush with the wall when closed

D 7/310
~~D 4/20A~~
~~07/03~~

Premium Practice July 1936.

Radio Contests

New prizes which are light and compact. Easy to mail. Beautiful aluminum gifts—something different for arousing interest in every home.



Cigarette Server

A smart, little server—holds 40 cigarettes, yet occupies only 2¼ inches of space on the table. Made of Silver-Glo aluminum (contains no silver), which reflects a soft, velvety, "white" glow.

Salt and Pepper Set

Positively unique! Made of Satin-Ray aluminum with bakelite bases. Patented spring device holds base firmly, yet permits easy filling. Salt cannot be mistaken for pepper—bases differ.

One Cup Coffee Maker

Rests right on the cup. Utilizes the well-known drip process and prepares fresh, full-strength coffee every time. Made of polished aluminum with embossed trimmings.

Write for quantity prices and suggestions for your next radio offer!

WEST BEND ALUMINUM CO.

DEPT. 627 WEST BEND, WIS.

pirate lore to create an increased volume of business.

The sides of the cups, which come in the popular one-quarter pint and three-and-one-half ounce sizes, are decorated with vicious yet appealing looking pirates printed in black and red, while the tab lids are done in red, with space allotted for the customer's imprints on both sizes.

The premium idea is worked out so that every purchaser of a Jolly Roger Pac-Kup will receive, at the time and place of purchase, a free picture and story. Some of the pictures are portraits of famous buccaneers; others show the pirates raiding a ship, making their victims walk the plank, attacking a town, burning a vessel, or numerous other similar incidents in their bloodthirsty lives.

Forty-eight different pictures complete the series. Every picture has a true story on the reverse side. Literary research from accurate records was made to collect the material for these stories. A renowned magazine illustrator painted the originals after considerable study of the subject, thus insuring the authenticity of the pictures. Accurate reproductions were accomplished through the use of the color lithography process, making the complete series outstanding among premiums now in use.

Point-of-sale material for the dealers' use consists of a striking window or back-bar strip designed to attract young and old.

The distribution is through the jobbers, from coast to coast, and orders are coming in from every territory. The jobbers sell the small dealers who purchase the cups in any quantity from one thousand up. The pictures are delivered through the jobbers to the retailers at the rate of one picture for each cup in the dealers' purchases.

Every indication points to these pirate cards becoming "kid currency" judging from the way the youngsters are buying ice cream thus packed. It is an effective and economical means of holding the 5c ice cream package trade for the small retailer against the competition of the larger ice cream manufacturers.

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FALLING INTO ONE'S OWN PIT

(Continued from page 18)

coupons. Let us analyze this thing called value. A typical case would be the offer of a "beautiful Chromium dish of exquisite design," which will be mailed to you for two coupons and 25c cash. It has been "appraised" and bears a "certified value" of $1.25.

Such a statement cannot be anything short of deliberate misrepresentation. It may have been appraised, and certified too, but upon such a basis the turn-in value of my old Ford is equal to at least a Lincoln. It is an accepted fact that retail prices are predicated upon cost to dealer and not upon the affidavit of any appraiser, experienced or otherwise. Inferiority of comparative merchandise is judged by a comparison of values. One cost more to manufacture or was composed of better qualities. And two articles costing twenty cents to manufacture, contents being equal, cannot vary between fifty and one hundred percent on the dealer's shelf.

Why does a reputable manufacturer of an accepted product, whose chief assets are quality and confidence, take such chances with public opinion? The integrity of his advertising claims, accepted for years, may easily be decried overnight after a close inspection of the chromium-coated sugar pill.

It is my honest opinion (for what it is worth to you if you please) that this short-sighted policy of offering cheap, unreliable premiums, temporarily propped up by fictitious values, is not only bad business but will, if continued, bring discredit not only upon the individual promoter but to the premium industry as well.

The proper use of premiums for promotional sales efforts is a legitimate, economical and popu-

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